TECHNICAL REPORT

April 2008

Evaluation of the 2007 Thanksgiving *Click It or Ticket* Campaign in Illinois

November 5 – December 9, 2007

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The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with an enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP projects) using crash and citation data provided by local and state police departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

Using statewide public opinion and observational safety belt surveys of Illinois licensed drivers, this report evaluates the impact of the *Click It or Ticket* campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues among African American and Hispanic minorities in the City of Chicago and rural residents during the November – December 2007 mobilization in Illinois. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 3215 Executive Park Drive, Springfield, Illinois 62794-9245.

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Executive Summary

Click It or Ticket (CIOT) is a highly visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

The 2007 Thanksgiving CIOT was conducted from November 5 – December 9, 2007. **The populations of interest for this campaign were African American and Hispanic minorities in the City of Chicago and rural residents in Illinois.** One hundred twenty-eight (128) local law enforcement agencies and the Illinois State Police participated in the statewide campaign. Data presented in this report indicates the campaign was successful. Enforcement results and an in-depth evaluation of the campaign are included in this report.

MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

1. IDOT/DTS spent $378,184 on broadcast television, cable and radio to promote the CIOT campaign. Paid media ran from November 12th through November 25th, 2007.

2. A total of 19,469 paid radio and television spots aired throughout Illinois announcing the CIOT message. Of the paid advertisements 1,942 spots were broadcast in the Chicago market to get the CIOT message out to the targeted minority population and 17,527 spots aired in Downstate Illinois targeting the rural population.

3. On November 20, 2007 the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT and the enforcement initiative “Stay Alive on the I’s.” The “Stay Alive on the I’s” initiative was designed to have state troopers positioned every ten miles on all Illinois interstates. The Illinois State Police also stated that they would be conducting more than 2,100 details focusing on safety belt enforcement, speed reduction, impaired driving, and underage drinking.

4. Local occupant coordinators across the state worked with local high schools and media outlets to increase awareness of the “Click It or Ticket” campaign. Twenty-seven high schools in the southern part of the Illinois were contacted to discuss the Operation Safe Teen Driving Program and the Click It or Ticket campaign. Furthermore, to kick off the Operation Safe Teen Driving program a press conference was held November 14, 2007 at Carbondale High School. In addition to contacting these high schools, press releases were sent to 17 media outlets. Television news stories were conducted in Cahokia and Carbondale, while radio news stories ran in Mt. Carmel, Fairfield, Carterville, and Marion.

5. Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of television, radio, and print. They also worked with local businesses and schools to get the Click It or Ticket message out there.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

6. ISP, the Chicago Police Department, and 127 local law enforcement agencies participating in CIOT logged a combined total of 18,928 enforcement hours and conducted 1,447 safety belt enforcement zones, and 322 saturation patrols.

7. Participating local agencies and ISP issued a total 29,499 citations during the campaign, 16,655 (56.5%) of which were safety belt and child safety seat citations. Overall, one citation was written every 38.5 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 68.2 minutes throughout the campaign.

8. Focusing on safety belt enforcement among African American and Hispanic populations, the City of Chicago logged 1,942 patrol hours and conducted 134 SBEZs and 2 saturation patrols. A total of 3,569 citations were issued, 2,153 (60.3%) of which were safety belt / child safety seat violations. One citation was written every 32.6 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 54.1 minutes during the Thanksgiving campaign.

9. Forty seven (47) rural law enforcement agencies conducted 4,895 hours of enforcement, conducting 255 SBEZs and 67 saturation patrols. These agencies wrote a total of 6,182 citations, 1,761 of which were safety belt / child restraint violations. One ticket was written every 47.5 minutes of rural enforcement. On average, one occupant restraint violation was cited every 166.8 minutes in these rural areas.

10. Eighty (80) non-rural law enforcement agencies conducted 9,687 hours of enforcement, conducting 448 SBEZs and 253 saturation patrols. These agencies wrote a total of 15,730 citations, 9,478 of which were safety belt / child restraint violations. One ticket was written every 36.9 minutes of enforcement. On average, one occupant restraint violation was cited every 61.3 minutes in these areas.

11. ISP conducted 2,404 hours of enforcement and 610 SBEZs. A total of 4,018 citations were issued by ISP, 81.2 percent (3,263) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 35.9 minutes and one safety belt / child safety seat citation every 44.2 minutes during CIOT.

COST EFFECTIVENESS OF ENFORCEMENT ACTIVITIES

12. A total of 39 mini-grantees, 51 year-round DTS grantees, 19 DTS grantees with multiple grants, and the ISP were included in a study cost / effectiveness of this campaign. On average, one citation was written every 41.2 minutes during enforcement at a cost of $30.40 per citation, or $44.31 per patrol hour.

13. ISP conducted 2,404 patrol hours during statewide enforcement and issued 4,018 citations at cost of $120,000, or $50 per patrol hour. ISP wrote one citation was written every 35.9 minutes, an average cost of $29.92 per citation.

14. Thirty-nine (39) grantees funded specifically for this campaign wrote an average of one citation every 57.9 minutes during enforcement at a cost of $35.60 per citation, or $36.89 per patrol hour.

15. Fifty-one (51) regular grantees with single grants wrote an average of one citation every 41.5 minutes during enforcement at a cost of $38.10 per citation, or $55.07 per patrol hour.

16. Nineteen (19) regular grantees with multiple grants contributed 3,979 patrol hours to the campaign, issuing 6,109 citations. These grantees issued one citation every 39.1 minutes at a cost of $31.61 per citation or $48.53 per patrol hour.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Rural Areas

17. Surveys were conducted in 27 sites across four rural media markets. A total of 6,226 vehicles were observed during the pre-mobilization survey, including 4,801 passenger cars and 1,425 pickup trucks. During the post mobilization survey, a total of 5,291 vehicles were observed at the same sites, including 3,945 passenger cars and 1,346 pickup trucks.

18. In rural areas the seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 86.2 percent during the pre-mobilization to 88.7 percent during the post mobilization.

19. Results of the pre-mobilization survey indicate the St. Louis market had the highest usage rate for all vehicles, followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. From pre-mobilization to post mobilization, Rockford had the highest percentage point increase in safety belt use (an increase of 5.1 percentage points). The Peoria market showed an increase of 3.4 percentage points and the St. Louis media market showed an increase of 1.4 percentage points. On the other hand, the Champaign media market decreased by 0.4 percentage point.

20. Passenger cars in the St. Louis rural media market had the highest safety belt usage rates during, both, the pre and post mobilization surveys (93.8 percent during the pre-mobilization survey and 94.6 percent during the post mobilization survey). Although the St. Louis media market had the highest safety belt usage rates, the Rockford media market had the largest increase in safety belt use from 81.7 percent during the pre-mobilization to 86.6 percent during the post mobilization (an increase of 4.9 percentage points).

21. Pickup trucks in the St. Louis rural media market had the highest safety belt usage rates during, both, the pre and post mobilization surveys (90.2 percent during the pre-mobilization survey and 93.2 percent during the post mobilization survey). Although the St. Louis media market had the highest safety belt usage rates for pickup truck occupants, the Rockford media market had the largest increase in safety belt use from 68.9 percent during the pre-mobilization to 76.4 percent during the post mobilization (an increase of 7.5 percentage points). On residential roads belt use in pick-up trucks increased from 81.7 percent during the pre-mobilization

survey to 86.8 percent during the post mobilization survey, an increase of 5.1 percentage points.

Minority Areas

22. Surveys were conducted at 24 sites in Chicago minority communities (12 African American and 12 Hispanic communities).There were 6,656 vehicles observed during the pre-mobilization, of which, 6,012 were passenger cars and 644 were pickup trucks. During the post mobilization, there were 7,331 total vehicles observed, of which, 7,331 were passenger cars and 454 were pickup trucks.

23. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.3 percent during the pre-mobilization to 83.9 percent during the post mobilization.

24. The seat belt usage rate for drivers of all vehicles increased from 79.3 percent during the pre-mobilization to 83.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 74.3 percent during the pre-mobilization to 85.2 percent during the post mobilization, an increase of 10.9 percent. In the Hispanic Communities, the seat belt usage rate increased from 77.1 percent during the pre-mobilization to 80.6 percent during the post mobilization, an increase of 3.5 percent age points. In the African-American Communities, the seat belt usage rate increased from 79.8 percent to 86.1 percent.

25. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased from 77.1 percent during the pre-mobilization to 86.1 percent, an increase of 9.0 percentage points. In Hispanic Communities, the seat belt usage rate increased from 77.6 percent during the pre-mobilization survey to 81.3 percent during the post mobilization survey, an increase of 3.7 percentage points. In the African-American Communities, the seat belt usage rate increased by 4.8 percentage points from 81.5 percent during the pre-mobilization to 86.3 percent during the post-mobilization.

26. For passengers in pickup trucks the seat belt usage rate increased from 53.4 percent during the pre-mobilization to 63.6 percent, an increase of 10.2 percentage points. In Hispanic Communities, the seat belt usage rate increased from 72.4 percent during the pre-mobilization survey to 73.8 percent during the post mobilization survey, an increase of 1.4 percentage points. In the African-American Communities, the seat belt usage rate increased by 14.3 percentage points from 65.3 percent during the pre-mobilization to 79.6 percent during the post-mobilization.

RURAL AND MINORITY TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

27. The percentage of people who indicated that, “in the past thirty days,” they had “seen or heard any messages that encourage people to wear their seat belts” showed a seven percentage point increase among minorities, from 71 percent in November to 77 percent in December. A two percentage point increase occurred in the rural population, where awareness increased from 64 percent in November to 66 percent in December.

28. Of those December respondents who had seen or heard messages encouraging seat belt use, far more respondents indicated exposure through television (78%) than radio (50%) in minority communities, as well as in rural communities (64% television and 31% radio).

29. Those who had seen or heard messages encouraging people to wear seat belts were asked whether "the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual." The percent of these respondents choosing "more than usual" increased from 24 percent among minorities in November to 35 percent in December (an 11 percentage point increase). In rural areas this number increased from 12 percent to 16 percent.

Awareness of *Click It or Ticket* slogan

30. The Click It or Ticket slogan had an 87.5 percent level of awareness in minority communities in November, which increased to 94.3 percent in December. In rural areas the CIOT slogan had an 86.7 level of awareness in November, which increased to 92.4 percent in December. Over nine out of ten respondents in both surveys were aware of the Click It or Ticket slogan when surveyed in December.

Awareness to Seat Belt Efforts and Enforcement

31. Awareness of special police efforts to ticket for seat belt violations. The percent of minorities who indicated that, "in the past thirty days," they had "seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations" increased from 32 percent in November to nearly 37 percent in December. Rural awareness increased by 8 percentage points from 31.5 percent to 39.7 percent.

32. Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of minority respondents with "strong agreement" to this statement decreased from 42 percent in November to 34 percent in December. In rural areas, however, those with "strong agreement" to this statement rose from 26.8 percent to 31.5 percent.

33. Hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? The percent of minority respondents who answered "very" or "somewhat" likely to this question increased two percentage points from November to December (75% to 77%). The opinion of rural residents who responded they were "very" likely to get a ticket increased from 39.8 percent to 47.4 percent.

Evaluation of the 2007 Thanksgiving *Click It or Ticket* Campaign in Illinois

Click It or Ticket (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign from November 5 to December 9, 2007. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois' rural population and the African American and Hispanic population in the City of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the results of this campaign.

The *Click It or Ticket* Model

CIOT is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. An intense public information and education campaign was run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations during a brief four to six week period. The goal of the CIOT campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high seat belt usage rates (above 80 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use seat belts is through the real possibility of a ticket or a fine.

Click It or Ticket is a model of the social marketing program that combines enforcement with communication outreach (paid and earned media). The main message regarding the benefits of wearing safety belts is not only to save lives and prevent injuries, but to keep people from getting tickets by the police. A new primary belt law was passed by the Illinois legislature in July 2003 that made it possible for police to stop and ticket motorists who were not wearing their seat belts. Safety belt enforcement zones (SBEZs) are conducted by the local and state

police departments throughout the state where motorists are stopped and checked for seat belt use. The components of the CIOT model are paid and earned media paired with local and state enforcement to increase the public's awareness of the benefits of safety belt use, and in turn, the safety belt usage rate. These variables work together to reduce injuries and fatalities.

Paid Media

Safety belt enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, *Click It or Ticket*. CIOT paid advertisement campaigns usually last two weeks. During this period, television and radio advertisements air extensively.

Earned Media

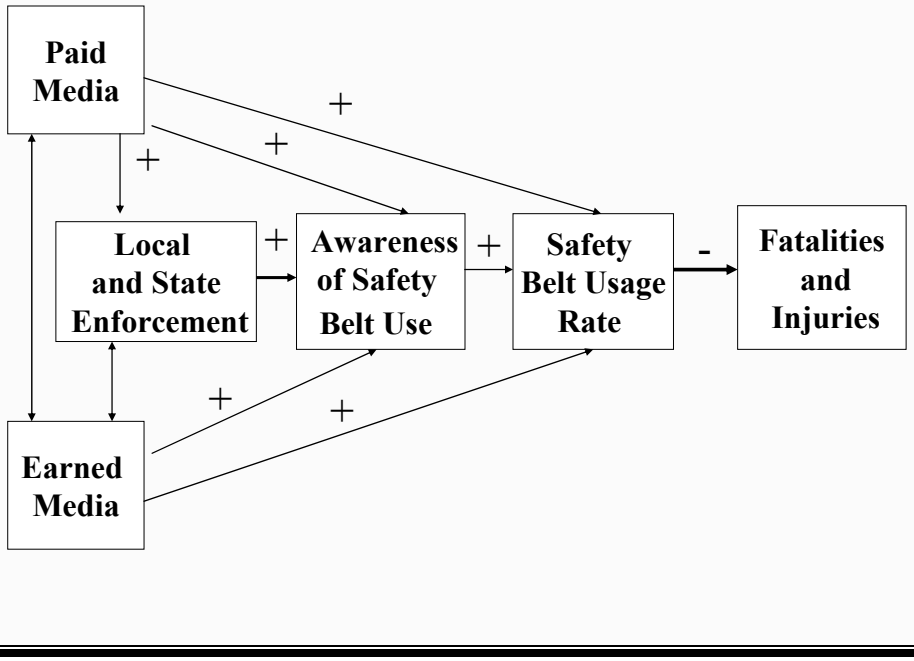
Earned media is coverage by broadcast and published news services, as well as other forms of free advertising. Earned media generally begins one week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, typically is used to announce the ensuing enforcement program. Examples of other forms of earned media include fliers, posters, banners and outdoor message boards.

Enforcement

Enforcement campaigns usually last two weeks. During this period, zero-tolerance enforcement focusing on safety belt violations is carried out statewide. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

Figure 1 shows the components of a CIOT model. The current CIOT model indicates that an intense paid media and earned media campaign to publicize the safety belt enforcement campaign has strong impact on how the enforcement activities are conducted. Then the enforcement activities (e.g., issuing tickets, encouraging people to wear their safety belts), along with additional media activities, will have a strong positive effect on the safety belt usage rate and public awareness of the benefits of wearing belts. Finally, the increase in the safety belt usage rate and increase in the public awareness of the safety belt laws and benefits of wearing belts will have strong negative effect on motor vehicle related fatalities and injuries. The higher safety belt usage rate is associated with the lower motor vehicle related fatalities and injuries.

Figure 1: Theoretical Model of "Click it or Ticket" Campaign

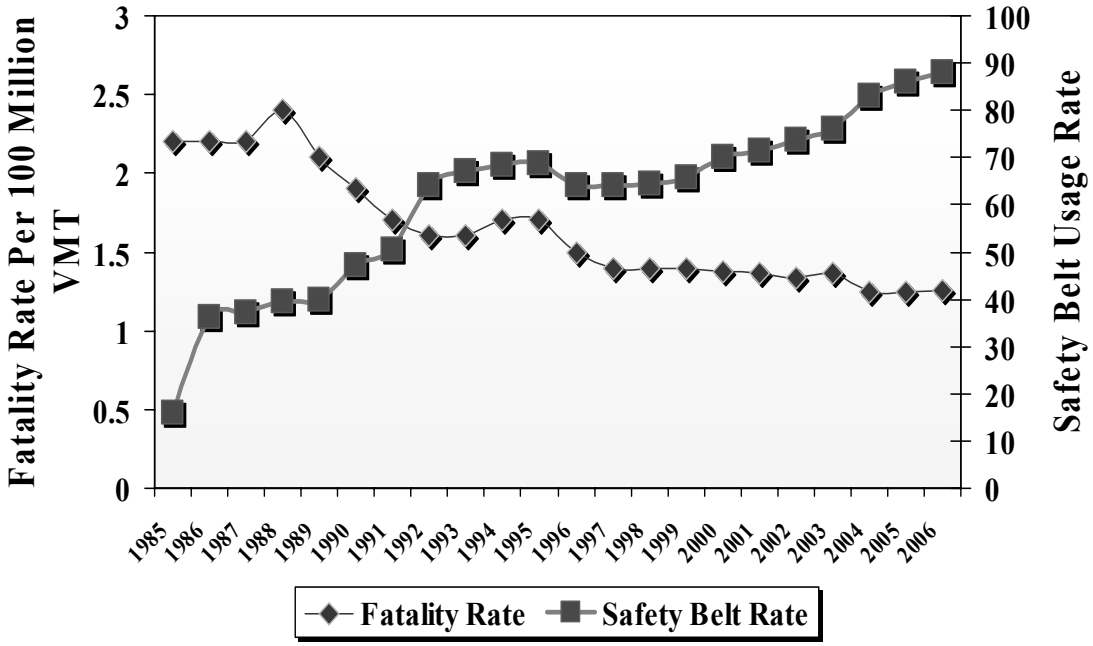


Safety Belt Usage / Motor Vehicle Related Injuries and Fatalities

The relationship between safety belt and fatality has been well documented in the literature (FARS, 2006). Based on the state and national data, an increase in the safety belt usage rate is highly correlated with a decrease in motor vehicle fatalities. The main and independent measure of safety belt use in Illinois is through the annual observational survey that is conducted across the state. The motor vehicle fatalities are measured by fatality rate per 100 million vehicle miles of travel.

Figure 2 provides historical data on the safety belt use and fatality rate in Illinois for the last 20 years. The baseline (April 1985) occupant restraint usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased to 36.2 percent. Since the first survey was conducted in April 1985, the safety belt usage rate has increased by about 72 percentage points, peaking at 90.1 percent in June 2007. At the same time period, the fatality rate decreased from 2.2 in 1985 to 1.17 in 2006.

Figure 2: Historical Data on Fatality and Safety Belt Usage Rates



Report Objectives

1. To evaluate the impact of the “Click or Ticket" campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.
4. To report enforcement activities and associated costs.

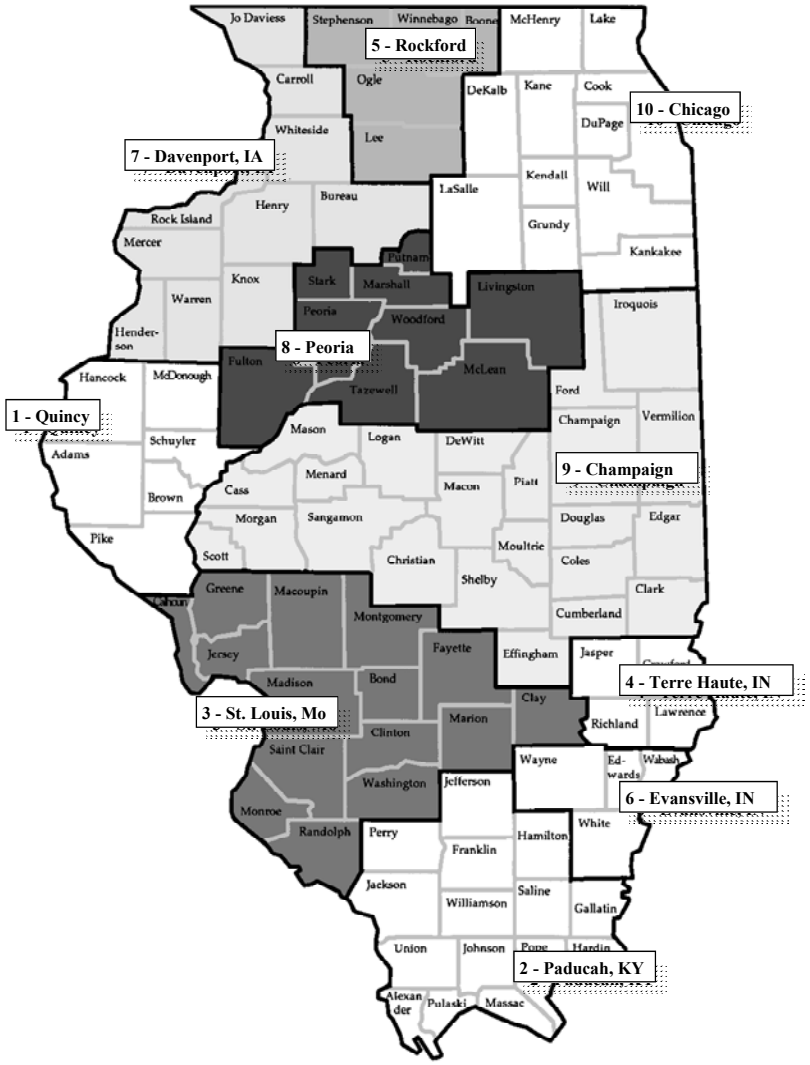
Implementation of the 2007 Thanksgiving *Click It or Ticket* Campaign

The Illinois Department of Transportation, Division of Traffic Safety launched a statewide CIOT campaign coinciding with the Thanksgiving holiday that was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the City of Chicago.

Rural Population

The rural Illinois media market consists of geographic areas based on the rural population density of the state's 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 3**.

Figure 3: State of Illinois Media Markets[1]



Note: The highlighted regions comprise the rural media markets.

[1] Rural media markets are 9 - Champaign, 7 - Davenport, 8 - Peoria, 5 - Rockford, and 3 - St. Louis

Minority Population

The City of Chicago has the highest percentage of African American and Hispanic populations in the State of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States Census data, the ten communities housing the most African Americans in the City of Chicago were identified, as well as the ten communities in the City housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African-American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the City of Chicago is displayed in **Figure 4**.

Table 1: Top 10 African-American Communities in Chicago

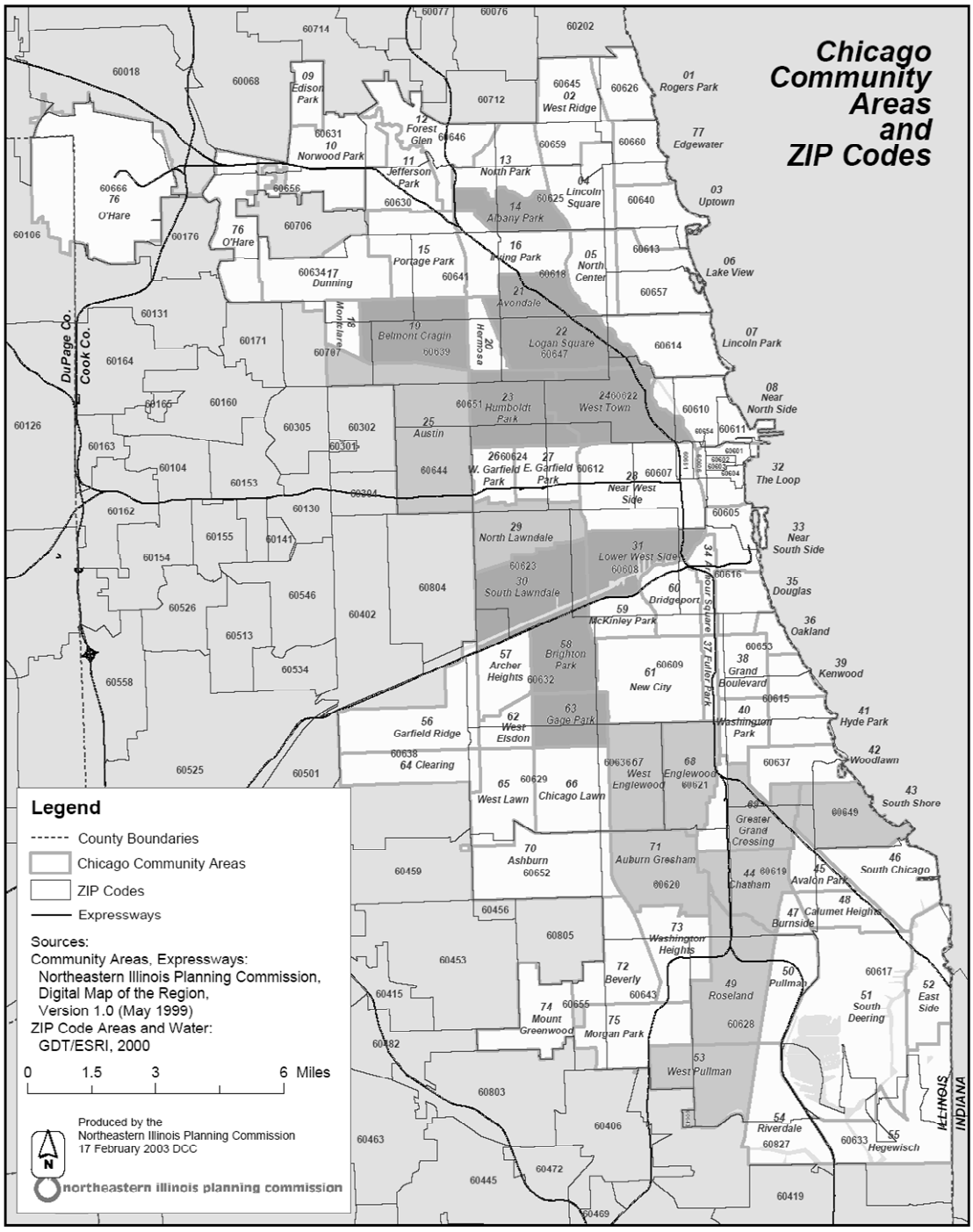
Selected Communities	Community Population (A)	Percent Population (B)	Community African American Population (C)	Percent African American Population (D)
Austin	117,527	4.1	105,369	10.0
South Shore	61,556	2.1	59,405	5.6
Auburn Gresham	55,928	1.9	54,862	5.2
Roseland	52,723	1.8	51,568	4.9
West Englewood	45,282	1.6	44,271	4.2
Englewood	40,222	1.4	39,352	3.7
North Lawndale	41,768	1.4	39,164	3.7
Greater Grand Cros	38,619	1.3	37,779	3.6
Chatham	37,275	1.3	36,538	3.5
West Pullman	36,649	1.3	34,277	3.3
Total Chicago Population (based on 77 Communities)	**2,896,016**		**1,053,739**	

Columns A and C are self explanatory.
Column B is calculated by dividing population of each community by the total population.
Column D is calculated by dividing the total African-American population of each community by the total population of African-Americans.

Table 2: Top 10 Hispanic Communities in Chicago				
Selected Communities	Community Population (A)	Percent Population (B)	Community Hispanic Population (C)	Percent Hispanic Population (D)
South Lawndale	91,071	3.1	75,613	10.0
Logan Square	82,715	2.9	53,833	7.1
Belmont Cragin	78,144	2.7	50,881	6.8
West Town	87,435	3.0	40,966	5.4
Lower West Side	44,031	1.5	39,144	5.2
Brighton Park	44,912	1.6	34,409	4.6
Humboldt Park	65,836	2.3	31,607	4.2
Gage Park	39,193	1.4	31,079	4.1
Albany Park	57,655	2.0	26,741	3.5
Avondale	43,083	1.5	26,700	3.5
Total Chicago Population (based on 77 Communities)	**2,896,016**		**753,644**	

Columns A and C are self explanatory.
Column B is calculated by dividing the population of each community by the total population.
Column D is calculated by dividing the total Hispanic population of each community by the total population of Hispanics.

Figure 4: Top 10 African American and Hispanic Communities in the City of Chicago



Evaluation Activities

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 2007, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the *Click It or Ticket* campaign on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

The telephone surveys were conducted in order to evaluate the impact of the *Click It or Ticket* campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

Timeline of Activities

The five week CIOT campaign started November 5th and ended December 9th, 2007. A timeline of campaign activities appears in **Diagram 1.** During the five week campaign, the following activities took place:

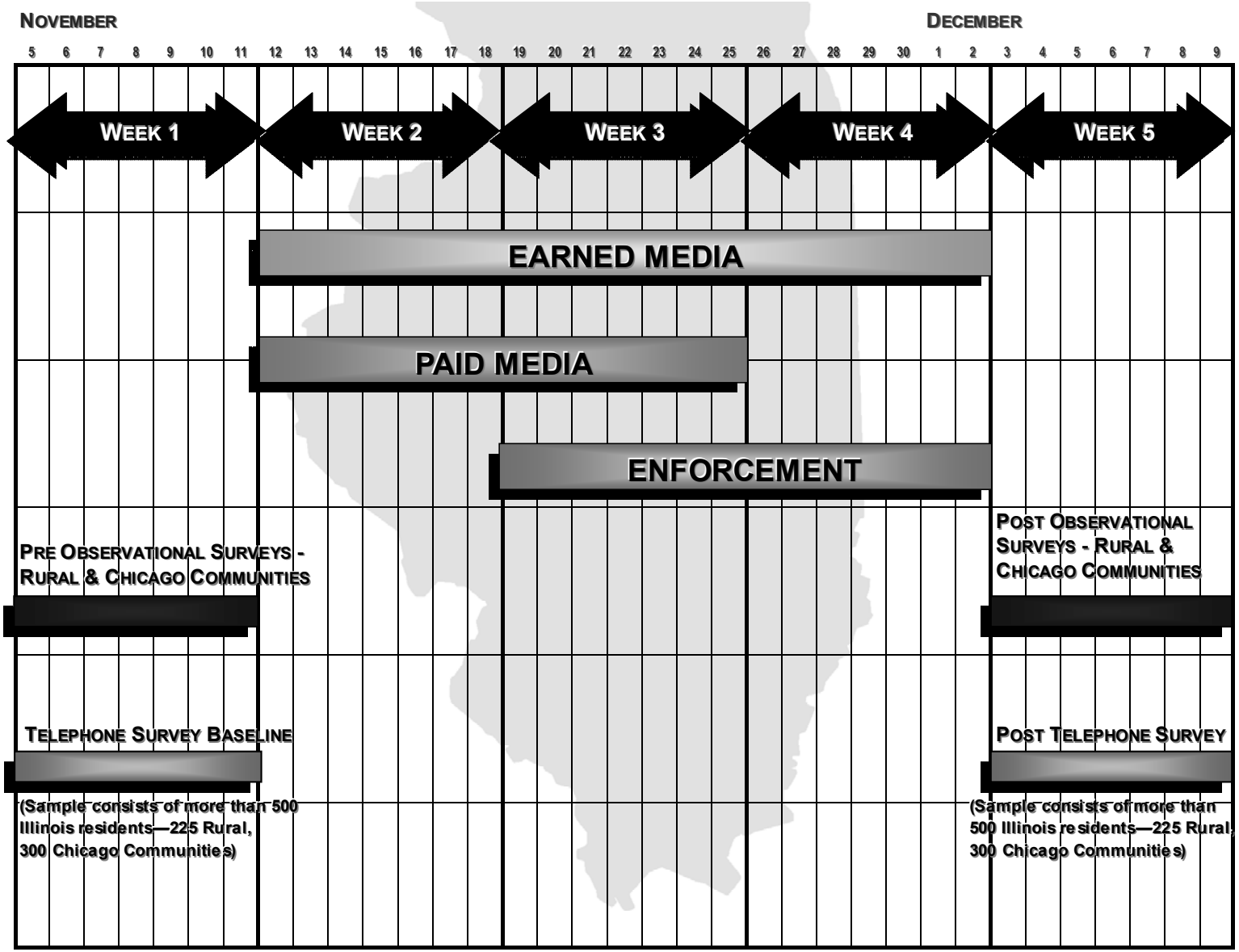
- Week 1 (November 5 – November 11): Observational safety belt surveys were conducted and baseline data on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected.

- Week 2 (November 12 – 18): Paid media advertisements promoting the CIOT campaign ran on television and radio. Also in Week 2 *earned* media, free advertising about the campaign, was obtained.

- Week 3 and Week 4: (November 19 – December 2): Highly publicized strict enforcement of the safety belt laws was conducted. Paid media ran through November 25. Earned media continued.

- Week 5: (December 3 – December 9): Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1
2007 Illinois Thanksgiving "Click It or Ticket" Timeline



MEDIA RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Media Results of *Click It or Ticket* Activities

Paid Media Activities

During the Thanksgiving CIOT, Illinois spent a total of $378,184 on paid media that consisted of repeating the safety belt enforcement message of *Click It or Ticket* during the publicity period. Messages specifically focused on enforcement, continuing to remind motorists to buckle up or receive a ticket, in other words, click it or receive a ticket. CIOT paid advertisement campaigns ran from November 12 – November 25. About 49 percent of the total paid media purchased ($186,740) were television advertisements. The remaining 51 percent ($191,444) of the media budget was spent on radio advertisements.

Over nineteen thousand television and radio advertisements ran during the campaign to promote CIOT. Most of the paid media was geared toward downstate Illinois, with about 90 percent of the spots playing in our rural media markets. The remaining ads were placed in our Chicago market in order to get the CIOT message out to the selected minority communities. The breakdown of paid media spots and cost information appears in **Table 3**.

Table 3: Number of Paid Advertising Spots for Click It or Ticket

	Chicago (Minority Communities)	Downstate (Rural)	Total Spots	Amount Spent
Radio Advertisements	1,320	12,801	14,121	$191,444
Television Advertisements	622	4,726	5,348	$186,740
TOTAL:	**1,942**	**17,527**	**19,469**	**$378,184**

Earned Media Activities

In addition to paid media, various types of earned media items were obtained for the CIOT campaigns from a variety of sources. Law enforcement agencies throughout Illinois, as well as the ISP, worked to inform the public of the Thanksgiving CIOT campaigns.

On November 20, 2007, the Illinois State Police with the Illinois Department of Transportation issued a press release to increase awareness of the Thanksgiving CIOT and the enforcement

initiative “Stay Alive on the I’s.” The “Stay Alive on the I’s” initiative was designed to have state troopers positioned every ten miles on all Illinois interstates. The Illinois State Police also stated that they would be conducting more than 2,100 details focusing on safety belt enforcement, speed reduction, impaired driving, and underage drinking.[2]

During this time, local occupant protection coordinators across the state worked with local high schools and media outlets to increase awareness of the “Click It or Ticket” campaign. Twenty-seven (27) high schools in the southern part of Illinois were contacted to discuss the Operation Safe Teen Driving Program and the Click It or Ticket campaign. Furthermore, to kick off the Operation Safe Teen Driving Program, a press conference was held November 14, 2007 at Carbondale High School. In addition to contacting these high schools, press releases were sent to 17 media outlets. Television news stories were conducted in Cahokia and Carbondale, while radio news stories were issued in Mt. Carmel, Fairfield, Carterville, and Marion.

Law enforcement agencies assisted in spreading the CIOT message using the traditional methods of newspaper, radio, and print (see **Table 4**). For example, some law enforcement agencies asked schools, organizations, and local businesses to put the CIOT message on their outdoor message boards resulting in 348 such announcements in communities across the state. In addition, 21 police agencies reported displaying their DTS-provided CIOT banners from the May CIOT. As **Table 4** shows, local enforcement agencies issued 196 press releases. The local law enforcement agencies stated that local media outlets ran stories about the CIOT campaign. These local media outlets ran 65 print news stories, 33 radio news stories, and 5 television news stories all dealing with the CIOT campaign. Please refer to **Table 4** for a complete listing of earned media items obtained for the Thanksgiving CIOT campaign.

[2] This information was part of the Illinois State Police’s press release issued on 20 Nov. 2007. The actual press release can be found at **http://www.isp.state.il.us/media/pressdetails.cfm?ID=420**.

Table 4: Number of Earned Media Items Obtained for Click It or Ticket			
Standard Earned Media	**Number of items**	**Additional Earned Media**	**Number of items**
Press releases issued	196	Outdoor message board announcements	348
Print news stories	65	CIOT Banners	21
Radio news stories	33	Web page postings / announcements	38
Television news stories	5	Local cable public access messages	10
Press conferences	3	Presentations	38
Posters / fliers	2,220	Other	3

In addition to the earned media exposure gained through the efforts of participating law enforcement agencies, some community outreach was conducted in Southwestern Illinois. For example, a DTS Occupant Protection Coordinator submitted seven letters to the editor describing CIOT.

ENFORCEMENT RESULTS OF *CLICK IT OR TICKET* ACTIVITIES

Enforcement Results of *Click It or Ticket* Activities

A total of 128 local law enforcement agencies and the Illinois State Police participated in the Thanksgiving CIOT. Agencies participating consisted of local law enforcement agencies, all 22 districts of the Illinois State Police, and the Chicago Police Department, whose enforcement efforts concentrated on targeted minority areas of the City. Local agencies included 128 police departments and county sheriffs' offices, *mini grantees*, funded specifically for this Thanksgiving CIOT. Of the 128 local agencies funded, 47 were located in the targeted rural media markets. It should be noted that this year's local grantees include 10 speed grantees that tend to focus on speed enforcement activities rather than other traffic safety violations, such as safety belt and child safety seat.

Table 5 provides a summary of enforcement activities for the Thanksgiving CIOT. The main enforcement activities include enforcement hours, number of Safety Belt Enforcement Zones (SBEZs) and saturation patrols conducted, total citations, number of safety belt and child safety seat citations, and "other" citations. Two indicators, citations written per minute and safety belt and child safety seat citations written per minute, are also included.

Combined Enforcement

ISP and 128 local law enforcement agencies participating in CIOT logged a combined total of 18,928 enforcement hours and conducted 1,417 safety belt enforcement zones, and 322 saturation patrols. Participating agencies wrote a total 29,499 citations during the campaign, 16,655 (56.5%) of which were safety belt and child safety seat citations. Overall, one citation was written every 38.5 minutes during CIOT enforcement. On average, officers wrote one safety belt or child safety seat citation every 68.2 minutes throughout the campaign.

Minority Enforcement

The City of Chicago logged 1,942 patrol hours and conducted 134 SBEZs and two saturation patrols in targeted minority areas during CIOT enforcement. A total of 3,569 citations were issued, 2,153 (60.3%) of which were safety belt / child safety seat violations. One citation was written every 32.6 minutes of enforcement. One safety belt / child safety seat citation was written by the Chicago Police Department every 54.1 minutes during the Thanksgiving campaign.

Rural Enforcement

Forty-seven law enforcement agencies funded for the CIOT campaign were located in the targeted rural media markets. These rural Thanksgiving grantees conducted 4,895 hours of enforcement, conducting 255 SBEZs and 67 saturation patrols. These agencies wrote a total of 6,182 citations, 1,761 of which were safety belt / child restraint violations. One ticket was written every 47.5 minutes of rural enforcement. On average one occupant restraint violation was cited every 166.8 minutes in these rural areas.

Non-Rural Media Market Enforcement

Eighty (80) law enforcement agencies not located within the targeted rural media markets were funded for the CIOT campaign. The non-rural media market agencies conducted 9,687 hours of enforcement, conducting 448 SBEZs and 253 saturation patrols. These agencies wrote a total of 15,730 citations, 9,478 of which were safety belt / child restraint violations. One ticket was written every 36.9 minutes of enforcement. On average one occupant restraint violation was cited every 61.3 minutes in these areas.

Illinois State Police Enforcement

ISP conducted 2,404 hours of enforcement and 610 SBEZs. A total of 4,018 citations were issued by ISP, 81.2 percent (3,263) of which were safety belt / child safety seat violations. On average ISP wrote one citation every 35.9 minutes and one safety belt / child safety seat citation every 44.2 minutes during CIOT.

Table 5: 2007 Thanksgiving *Click It or Ticket* Enforcement Results

Selected Enforcement Activities	City of Chicago (Minority Areas)	Rural Media Market Thanksgiving Grantees (n=47)	Non-Rural Media Market Thanksgiving Grantees (n=80)	ISP	Total (Combined Enforcement) (n=129)
1	2	3	4	5	6
Number of Enforcement Hours	1,942	4,895	9,687	2,404	18,928
Number of Safety Belt Enforcement Zones	134	255	448	610	1,447
Number of Saturation Patrols	2	67	253	0	322
Total Citations	3,569	6,182	15,730	4,018	29,499
Number of Safety Belt and Child Safety Seat Citations	2,153	1,761	9,478	3,263	16,655
Number of Other Citations	1,416	4,421	6,252	755	12,844
Citation Written Every X Minutes	32.6	47.5	36.9	35.9	38.5
Safety Belt / Child Safety Seat Citation Written Every X Minutes	54.1	166.8	61.3	44.2	68.2

Column 1: Lists the types of enforcement activities conducted during the CIOT campaign.
Column 2: The City of Chicago (Minority Areas) includes all DTS funded Chicago Police Department grants (mini and year-long) that focused enforcement efforts in minority areas.
Column 3: Rural Media Market Thanksgiving Grantees includes all DTS funded Enforcement Agencies that were located in the selected Rural Media Markets.
Column 4: Non-Rural Media Market Thanksgiving Grantees includes all DTS funded enforcement agencies that were NOT located in the selected Rural Media Markets.
Column 5: The ISP includes all enforcement conducted by the Illinois State Police during the CIOT campaign.
Column 6: Total (Combined Enforcement) combines the information from the City of Chicago (Minority Areas) (column 2), Rural Media Market Thanksgiving Grantees (column 3), Non-Rural Media Market Thanksgiving Grantees (column 4), and ISP (column5).

COST / EFFECTIVENESS ANALYSIS OF ENFORCEMENT ACTIVITIES

Cost / Effectiveness Analysis of Enforcement Activities

In an effort to assess the costs and effectiveness of enforcement activities, actual reimbursement claims paid out to local agencies, as well as estimated costs incurred by ISP, were used to calculate cost per hour of enforcement and cost per citation during the Thanksgiving CIOT.

In this section, a cost / effectiveness analysis was performed for the following groups:

1. Illinois State Police
2. Thanksgiving (Mini) Grantees
3. DTS "Regular" Grantees with Single Grants
4. DTS "Regular" Grantees with Multiple Grants

Table 6 summarizes enforcement activities (patrol hours, citations, number of citations written per minute, cost per citation, cost per patrol hour, and cost of project) by grant type (ISP, Thanksgiving (mini) grantees, regular grantees with single grants, and regular DTS grantees with multiple grants).

Combined Enforcement Activities

A total of 39 mini Thanksgiving grantees, 51 year-round DTS grantees, 19 DTS grantees with multiple grants, and the ISP were included in this cost / effectiveness analysis.[3] The agencies included in the CIOT cost / effectiveness analysis conducted a total of 12,808 patrol hours and issued 18,629 citations during Thanksgiving CIOT enforcement at a total cost of $637,130.02. On average, one citation was written every 41.3 minutes during enforcement at a cost of $32.25 per citation, or $49.74 per patrol hour. Refer to **Appendix A (Tables 9 through 11)** to see each agencies enforcement activities and associated costs by grant type. **Table 12** shows the aggregate enforcement activities and their associated costs by grant type.

Illinois State Police

ISP conducted 2,404 patrol hours during statewide enforcement and issued 4,018 citations at cost of $120,200, or $50 per patrol hour.[4] One citation was written every 35.9 minutes, an

[3] Note that only claims submitted to and processed by DTS at the writing of this report were included in this analysis.
[4] Note that the $50 an hour patrol figure listed for ISP is an estimate provided by ISP.

average cost of $29.92 per citation. See **Table 12** in **Appendix A** for a detailed listing of ISP enforcement activities and costs.

Local Police Agencies

As of February 29, 2008, a total of 109 agencies participating in the statewide mobilization have submitted their claims and have been reimbursed by the Division of Traffic Safety. A total of 39 agencies were solely Safety Belt Enforcement Zone grantees, 51 agencies had only one regular grant with DTS, and 19 agencies had multiple grants with DTS. The 19 agencies with multiple grants had 43 grants with DTS. Refer to **Appendix A (Tables 9 through 11)** to see each agency's enforcement activities and associated costs by grant type.

Thanksgiving (Mini) Grantees

The 39 grantees funded specifically for Thanksgiving enforcement and included in this analysis conducted a total of 1,819 patrol hours and issued 1,885 citations during CIOT. One citation was written every 57.9 minutes during enforcement at a cost of $35.60 per citation, or $36.89 per patrol hour. A total enforcement cost for Thanksgiving mini grantees was $67,104.78. See **Table 9** in **Appendix A** for a detailed listing of statewide enforcement activities and costs

Regular Grantees with Single Grants

Fifty-one (51) regular grantees contributed 4,662.3 patrols hours to the campaign, issuing 6,739 citations. These grantees, who are funded on an annual basis by DTS, issued one citation every 41.5 minutes at a cost of $38.10 per citation or $55.07 per patrol hour. See **Table 10** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.

Regular Grantees with Multiple Grants

Nineteen (19) regular grantees with multiple grants contributed 3,923.0 patrols hours to the campaign, issuing 5,987 citations. These grantees issued one citation every 39.3 minutes at a cost of $32.25 per citation or $49.22 per patrol hour. See **Table 11** in **Appendix A** for a detailed listing of statewide enforcement activities and costs.

Table 6: Statewide Enforcement Activities and Associated Costs						
Agency / Grant Type	Patrol Hours	Total Citations	Citations Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost
1	2	3	4	5	6	7
IL State Police	2,404.0	4,018	35.9	$29.92	$50.00	$120,200.00
Thanksgiving Mini-Grantees (n=39)[1]	1,819.0	1,885	57.9	$35.60	$36.89	$67,104.78
Regular Grantees with Single Grants (n=51)[2]	4,662.3	6,739	41.5	$38.10	$55.07	$256,740.84
Regular Grantees with Multiple Grants (n=19)[3]	3,923.0	5,987	39.3	$32.25	$49.22	$193,084.40
Total	**12,808.3**	**18,629**	**41.3**	**$34.20**	**$49.74**	**$637,130.02**

Limitations of the Enforcement Data

The enforcement data (such as total number of patrol hours and total citations) provided by the local agencies should be interpreted with caution since the calculated indicators, such as cost per patrol hour or cost per citation, and/or a citation written per X minutes vary substantially across selected local agencies.

For example, based on the cost per patrol hour, DTS reimbursed the Alexander County Sheriff's Department $968 for conducting 48.0 patrol hours resulting in $20.16 per patrol hour. On the other hand, the Freeport Police Department was reimbursed $1,867 for conducting 20.0 patrol hours resulting in $93.38 per patrol hour. Similarly, when looking at cost per citation, DTS reimbursed Kewanee $336 for writing 48 citations resulting in a cost of $7.01 per citation. On the other hand, Mendota was reimbursed $1,928 for issuing 18 citations resulting in a cost of $107.10 per citation. Finally, there were discrepancies for citations written for every X minutes of patrol conducted. In one case, Kewanee issued 48 citations over 12.0 patrol hours resulting in one citation written for every 15.0 minutes of patrol. On the other hand, Galena only issued

[1] The Mini-Grantees category includes only those agencies which received funding to conduct safety belt enforcement zones during the Thanksgiving mobilization.

[2] The Regular Grantees with Single Grants category includes those agencies which received funding for only one regular year-long grant from DTS. The total number for each grant is as follows: 28 IMAGE, 3 LAP, 9 MAP, 1 RSC, 5 SEP, 5 TLEP). Please refer to **Table 10** in **Appendix A** for a detailed listing of agencies by grant type.

[3] Regular Grantees with Multiple Grants includes those agencies which received funding for multiple grants from DTS. Please refer to **Table 11** in **Appendix A** for the types of grants each agency had.

12 citations over 64.0 patrol hours resulting in one citation written for every 320.0 minutes of patrol (see **Table 9**).

Future plan

1. To conduct an in-depth analysis of the current data to identify those agencies that are considered as outliers. Since there are several different reasons for the presence of outliers, ranking and identifying outliers among the local agencies will be performed separately by taking into account different indicators, such as total patrol hours, number of minutes it took to write a citation, and cost per citation.

2. Provide the list of outliers to the local police agencies and ask them to verify their figures and provide reasons for high or low values. There is a possibility that the figures local agencies provided for IDOT are incorrect.

3. Conduct an unannounced audit of the local police agencies to be sure the data are correctly compiled and submitted to IDOT.

4. Based on the findings from the local agencies, develop a proactive plan to improve the timeliness, completeness, accuracy of the data.

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Safety Belt Usage Rates in Rural Areas during Nov. & Dec. 2007

Table 7 shows safety belt usage rates in rural areas throughout the State of Illinois during the November and December 2007 SBEZs. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted from November 5th to 18th, while the post mobilization surveys were conducted from December 3rd to 9th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 6,226 vehicles observed during the pre-mobilization, of which, 4,801 were passenger cars and 1,425 were pickup trucks. During the post mobilization, there were 5,291 total vehicles observed, of which, 3,945 were passenger cars and 1,346 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 86.2 percent during the pre-mobilization to 88.7 percent during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 86.7 percent during the pre-mobilization to 88.7 percent during the post mobilization. The seat belt usage rates for passengers increased from 83.7 percent during the pre-mobilization to 88.4 percent during the post mobilization. Based on media market, the St. Louis media market had the highest usage rates followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate increased 5.1 percentage points in the Rockford media market, 3.4 percentage points in the Peoria media market, and 1.4 percentage points in the St. Louis media market. On the other hand, the seat belt usage rate in the Champaign media market decreased by 0.4 percentage point. On residential roads, there was an increase from 85.8 percent during the pre-mobilization to 89.3 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 87.0 percent during the pre-mobilization to 87.4 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 87.6 percent during the pre-mobilization to 90.2 percent during the post mobilization. The usage rate

patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 81.7 percent during the pre-mobilization to 84.0 percent during the post-mobilization. Based on seating position, passengers had a higher seat belt usage rate than drivers. Also, passengers had a slightly higher percentage point increase in belt use (an increase of 2.8 percentage points) than drivers (a 2.1 percentage point increase) from pre-mobilization to post mobilization. The St. Louis media market had the highest usage rate followed by the Peoria and Rockford media markets, while the Champaign media market had the lowest usage rates. The seat belt usage rate in the Rockford media market increased by 7.5 percentage points. The seat belt usage rates in the St. Louis and Peoria media markets increased by 3.0 percentage points and 2.7 percentage points respectively. On the other hand, the seat belt usage rate for pickup truck occupants in the Champaign media market decreased by 7.7 percentage points. On residential roads, seat belt use in pickup trucks increased from 81.7 percent during the pre-mobilization to 86.8 percent during the post mobilization. On U.S./IL Highways, seat belt use in pickup trucks decreased from 81.6 percent during pre-mobilization to 77.9 percent during post mobilization.

Table 7: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2007)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	7	8	9
	Nov. 5th-18th	Dec. 3rd-9th		Nov. 5th-18th	Dec. 3rd-9th		Nov. 5th-18th	Dec. 3rd-9th	
	N=6,226	N=5,291		N=4,801	N=3,945		N=1,425	N=1,346	
Total Usage Rate	**86.2%**	**88.7%**	**2.5%**	**87.6%**	**90.2%**	**2.6%**	**81.7%**	**84.0%**	**2.3%**
Drivers	86.7%	88.7%	2.0%	88.2%	90.3%	2.1%	81.6%	83.7%	2.1%
Passengers	83.7%	88.4%	4.7%	84.2%	89.8%	5.6%	82.3%	85.1%	2.8%
Media Market									
Champaign	81.1%	80.7%	-0.4%	83.0%	84.5%	1.5%	74.9%	67.2%	-7.7%
Peoria	86.2%	89.6%	3.4%	88.1%	92.2%	4.1%	79.0%	81.7%	2.7%
Rockford	79.6%	84.7%	5.1%	81.7%	86.6%	4.9%	68.9%	76.4%	7.5%
St. Louis	92.7%	94.1%	1.4%	93.8%	94.6%	0.8%	90.2%	93.2%	3.0%
Road Type									
Residential	85.8%	89.3%	3.5%	87.1%	90.2%	3.1%	81.7%	86.8%	5.1%
US/IL Highways	87.0%	87.4%	0.4%	88.5%	90.4%	1.9%	81.6%	77.9%	-3.7%

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.
2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.
3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.
4) Large trucks are excluded from the columns for pickup trucks.

Safety Belt Usage Rates in Chicago Minority Communities During Nov. & Dec. 2007

Table 8 shows safety belt usage rates in Chicago Communities during the November and December 2007 SBEZs. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. The pre-mobilization surveys were conducted from November 5th to 18th, while the post mobilization surveys were conducted from December 3rd to 9th. The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (Hispanic or African-American). There were 6,656 vehicles observed during the pre-mobilization, of which, 6,012 were passenger cars and 644 pickup trucks. During the post mobilization, there were 7,785 total vehicles observed, of which, 7,331 were passenger cars and 454 pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 78.3 percent during the pre-mobilization to 83.9 percent during the post mobilization. The seat belt usage rate for drivers increased by 4.1 percentage points from 79.3 percent during the pre-mobilization to 83.4 percent during the post mobilization. The seat belt usage rates for passengers increased from 74.3 percent during the pre-mobilization to 85.2 percent during the post mobilization resulting in an increase of 10.9 percentage points. Based on community type, seat belt use was higher in African-American Communities in comparison to Hispanic Communities. In the Hispanic Communities, the seat belt usage rate increased from 77.1 percent during the pre-mobilization to 80.6 percent during the post mobilization. In the African-American Communities, the seat belt usage rate increased by 6.3 percentage points from 79.8 percent during the pre-mobilization to 86.1 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 79.3 percent during the pre-mobilization to 84.4 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 79.9 percent during the pre-mobilization to 83.6 percent during the post-mobilization resulting in a 3.7 percentage point increase. For passengers the seat belt usage rate increased by 9.0 percentage points from 77.1 percent during the pre-mobilization to 86.1 percent during the post mobilization. In the Hispanic Communities, the seat belt usage rate increased from 77.6 percent during the pre-

mobilization survey to 81.3 percent during the post mobilization survey. In the African-American Communities, the seat belt usage rate increased by 4.8 percentage points from 81.5 percent during the pre-mobilization to 86.3 percent during the post-mobilization.

The seat belt usage rate for pickup trucks, excluding large trucks, increased from 68.9 percent during the pre-mobilization to 76.2 percent during the post mobilization survey. Based on seating position, for drivers, the seat belt usage rate increased by 5.1 percentage points from 74.1 percent to 79.2 percent. For passengers, the seat belt usage rate increased by 10.2 percentage points from 53.4 percent during the pre-mobilization to 63.6 percent during the post mobilization. In the Hispanic Communities, the seat belt usage rate increased from 72.4 percent during the pre-mobilization survey to 73.8 percent during the post mobilization survey resulting in a 1.4 percentage point increase. In the African-American Communities, the seat belt usage rate increased by 14.3 percentage points from 65.3 percent during the pre-mobilization to 79.6 percent during the post-mobilization.

Table 8: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys[1] in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2007)

Selected Characteristics	(All Vehicles[2])			(Passenger Cars[3])			(Pickup Trucks[4])		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6	4	5	6
	Nov. 5th-18th	Dec. 3rd-9th		Nov. 5th-18th	Dec. 3rd-9th		Nov. 5th-18th	Dec. 3rd-9th	
	N=6,656	N=7,785		N=6,012	N=7,331		N=644	N=454	
Total Usage Rate	**78.3%**	**83.9%**	**5.6%**	**79.3%**	**84.4%**	**5.1%**	**68.9%**	**76.2%**	**7.3%**
Drivers	79.3%	83.4%	4.1%	79.9%	83.6%	3.7%	74.1%	79.2%	5.1%
Passengers	74.3%	85.2%	10.9%	77.1%	86.1%	9.0%	53.4%	63.6%	10.2%
Community Type									
Hispanic	77.1%	80.6%	3.5%	77.6%	81.3%	3.7%	72.4%	73.8%	1.4%
African-American	79.8%	86.1%	6.3%	81.5%	86.3%	4.8%	65.3%	79.6%	14.3%

1) The Chicago Community Surveys include 12 sites conducted in African-American Commnuities and 12 sites conducted in Hispanic Communities.
2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.
3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.
4) Large trucks are excluded from the columns for pickup trucks.
Note: Pickup trucks and their usage rates for the Chicago Communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

The Illinois "Rural" 2007 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Illinois Department of Transportation

Division of Traffic Safety

Conducted by

UIS

Survey Research Office
Center for State Policy and Leadership
University of Illinois at Springfield

Summary Report
Field Interviewing: October-November / December, 2007
Report: February, 2008

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Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of "rural Illinois" before and after Thanksgiving, 2007. The earlier survey was conducted in early to mid-November and prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The later survey was conducted in late-November and December, beginning immediately after the campaign.

For the purpose of these surveys, "rural Illinois" is actually a subset of what is known as "downstate" Illinois. More specifically, "rural Illinois" includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following "downstate" media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.: and Harrisburg-Paduccah, Ky.

Methodology

The sampling methodology consisted of treating all included "rural" Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included "rural" area counties.[8]

It should be noted that similar cross-sectional surveys of rural Illinois counties were conducted in May and June of 2007. (These were supplemented with respondents in relevant counties from an accompanying statewide sample.) Earlier cross-sectional surveys of these rural counties had been conducted in April, mid-May, and June as well as before and after Thanksgiving in both 2005 and 2006.

The actual field interviewing for the November survey was conducted from October 30 – November 17, 2007 with over 225 licensed drivers (n = 233-241).[9] The field interviewing for the December survey was conducted from November 25 – December 18, 2007 -- again with over 225 licensed drivers (n = 229-238). [10]

At the 95th percent confidence level, the sampling errors for the two surveys are both about +/- 6.4 percent.[11] The error for subgroups in all surveys is, of course, larger.

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 11 minutes for both surveys.

Comments on Results

In the following, we summarize the results for the seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender and, approximately, by age category. No other weighting has been applied.[12] Percentages have frequently been

[8] Pre and post Thanksgiving surveys were also conducted in targeted areas of the City of Chicago. Results for these can be found in a separate report.

[9] Two of the interviews were completed on November 17, 2006. While 80% of the completed interviews were actually completed during the last week of October, we will refer to this earlier survey as the November survey.

[10] Four of the interviews were completed on December 26 and 27. With regard to the range of n for both time periods, there is normally some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

[11] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

[12] Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, the unweighted surveys under-represent the youngest drivers, as do the surveys which weight only by gender (as was

rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[13] The recall time frame in the questions in both surveys is the same – that of 30 days.[14]

The full results are presented in the accompanying **IDOT 2007 Pre/Post "Rural Illinois" Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as by gender or age group) are not presented. (Note that similar reports and survey table results for these "rural" counties were prepared for the Memorial Day Weekend campaigns of 2005 and 2006 and for the Thanksgiving campaigns of 2005 and 2006.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2007 rural respondent samples are quite to very similar with regard to nearly all of the demographic characteristics.

It should be remembered that the results are weighted by a combination of gender and age. Thus, not surprisingly, the distributions on these characteristics are similar. For age, the two distributions are very similar. For gender, the weighted distributions for both surveys have approximately equal proportions of females and males. But because the November weighted sample has slightly more females – and the December weighted sample has slightly more males, there is about a 4 percentage point difference in the proportions of females (and thus males) between the two surveys.[15]

The largest differences are identified below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Number of household members of driving age.* The December sample has somewhat fewer household members of driving age than does the November sample. While the proportion who reported having one household member of driving age is similar in the two surveys (nearly 29% in each), slightly more December than November respondents reported having two household members at least 16 years of age (49% vs. 44.5%), while somewhat more November respondents reported having more than two household members at least 16 years of age (26% vs. 21%).
- *Have children?* Somewhat fewer December than November respondents reported having children in the household (28.6% vs. 33.5%).

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done last year). This has been corrected for in these results, using the statewide age distribution of licensed drivers across three age categories (up to 29; 30s and 40s; 50 and over) as a rough guide here.

[13] When the decimal is .5, we round to the even integer.

[14] This is noted because in 2004, the July statewide survey contained a time frame of 60 days, to include both Memorial Day and July 4th weekends. All other enforcement/media campaign surveys have used the 30-day recall time frame. Also, for a portion of the Spanish-speaking respondents in the separate Chicago December 2006 survey, supplemental interviewing was conducted in January 2007 and the recall time frame for these respondents was thus expanded to include the Thanksgiving holiday period.

[15] This basically was because of the nature of the age/gender combinations in the December 2007 survey. We made the decision to accept this weighting because the gender distributions in both surveys were about equally distributed between females and males. And, further adjusting would make little to no difference in the results.

- *Type of community.* Somewhat more December respondents reported living in a "medium-sized city" (28% vs. 23%) while somewhat more November respondents reported living in a "small town" (45% vs. 40%).
- *Household income.* The December weighted sample has slightly more respondents in households with reported incomes of up to $30,000 (20% vs. 17%) but also slightly more respondents with reported incomes of more than $100,000 (15% vs. 12%). The December sample has somewhat more respondents with reported incomes in the $30,000 to $45,000 range (15% vs. 9%) but also somewhat fewer respondents with reported incomes in the ranges of $45,000 to $60,000 (11% vs. 16%) and $75,000 to $100,000 (9% vs. 14.5%). The proportion with incomes in the $60,000 to $75,000 range is at 8 to 9 percent in both samples.[16]

SUMMARY OF RESULTS

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt "all of the time" is about the same in both surveys: about 85 percent in November and nearly 87 percent in December. In addition, the percent who said "most of the time" is about the same at 7 to 8 percent.[17]

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) decreased somewhat from November to December, going from just over three-quarters to somewhat less than three-quarters (76.4% to 71.7%). The percent who indicated not having worn a seat belt "within the last day" increased somewhat, from nearly one in ten to more than one in eight (9.7% to 13.1%).

When asked "*why they did not wear a seat belt the last time*," the most frequent reason in both surveys is that the respondent was driving a short distance (42% of those giving a reason in November and 30% in December). The next most frequent reasons are that the respondent "forgot" (16% in both surveys) and that seat belts are not convenient/comfortable (14% in December, 10% in November). In November, these were followed by "afraid of seat belts" / "they are not safe" (9%) while in December these were followed by "not in the habit" / "just don't do it" (13%) and "in a hurry" (6%).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage are very similar in the two surveys, with about 3 to 4 percent saying their usage had increased, hardly any saying their usage

[16] The percent who did not report an income level is only slightly higher in November than in December (23% vs. 21%).

[17] The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of "always" was only used when they answered "always" to both questions.

had decreased, and 93 to 96 percent saying their usage had not changed (95.8% in November; 93.3% in December).

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt is about one in ten for both surveys (11.4% in November; 10.4% in December).

When riding in a car as passenger, how often do you wear your seat belt? The percent who said they use their passenger seat belts "all of the time" is virtually identifical in both surveys, at nearly 80 percent (79.4% in November; 79.9% in December). Just slightly more December than November respondents said "most of the time" (13.6% vs. 11.1%) while more November than December respondents said "some of the time" (4.9% vs. 2.2%).

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly every respondent in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (about 97% in both surveys).

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** About 85 to 87 percent of the respondents in both surveys indicated that police can stop a vehicle just for a seat belt violation (86.6% in November; 85.5% in December).

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The proportion who said that police should be allowed to stop a vehicle for seat violations without another traffic law violation increased from 63 percent in November to nearly three-quarters in December (73.5%).

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Well over 90 percent of the respondents in the November survey believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats, compared to just over 90 percent of the December respondents (95.4% vs. 91%).

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. Overall, there is not a great deal of difference in the response distributions to this question from November to December. In both surveys, somewhat less than two-thirds disagreed (to any extent) with this statement (65% in November; 64% in December), and slightly to somewhat less than half

"strongly disagreed" (48% in November; 45% in December). The percent who "strongly agreed" increased slightly from November to December (8.9% to 12.9%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Again, the response distributions overall do not differ greatly from November to December. The percent who "strongly agree" increased slightly (85% in November; 88.5% in December) while the percent who "strongly disagree" decreased from just over 4 percent in November to just under 2 percent in December.

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The percent who "strongly disagree" with this question increased by about 5 percentage points from November to December (82% to 87%) while the percent who "strongly agree" decreased by about the same amount (3% to 8%).

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? From November to December, the percent who said "very likely" increased by nearly 8 percentage points (39.8% to 47.4%). At the same time, the percent who said "somewhat likely" decreased by an even greater amount of nearly 12 percentage points (34% to 22.3%) – so that the total proportion who said either "very" or "somewhat" like actually decreased slightly, from nearly three-quarters in November (73.8%) to just under 70 percent in December (69.7%).

The percent who believe getting a ticket for not wearing a seat belt is "very unlikely" increased somewhat, from about 8 percent in November to over 13 percent in December, while the reverse is basically the case for the percent who said it is "somewhat unlikely" (12% in November to 8% in December).

And, the percent who indicated they do not know (or did not answer) increased from nearly 6 percent in November to almost 9 percent in December.

Agree/disagree: Police in your community generally will <u>not</u> bother to write tickets for seat belt violations. Overall, there is only minor change in the response distributions from November to December. The December results do show slightly-to-somewhat more who "strongly agree" (13.9% vs. 10.9% in November), but they also show somewhat fewer who "somewhat agree" (11% vs. 16%). So, the total agreement proportions are about one-quarter in both surveys (27% in November; 25% in December).

The percent who "strongly disagree" declined a bit from November to December (36% to 32%), but the total disagreement proportion is quite stable at about one-half in both surveys (50% in November; 48% in December.)

Slighty more December than November respondents indicated they do not know (nearly 27% vs. 22.5% in November.)

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who said they "strongly agree" increased somewhat from November to December (26.8% to 31.5%), but the total proportion who agree to any extent is very stable at about 46 to 47 percent, as is the percent who do not know (44% in each survey).

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents' attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure and other opinion questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. The response distributions in both surveys are quite similar, although there is slight increase from November to December in the proportion who "strongly agree" (66% to 69%) and in the proportion who agree to any extent (84% to 88%) – and a small decrease in the percent who said they "strongly disagree" (9.6% in November to 6.6% in December).

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the results show a sizeable increase from November to December in the percent who said "very important," increasing from almost half to nearly six in ten (49.1% to 58.8%).

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The percent who indicated that, "*in the past thirty days*," they had *"seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows an increase of 8 percentage points from November to December (31.5% to 39.7%).[18]

Of those December respondents who indicated having seen or heard of these special efforts, exposure through television (44%) and newspapers (42%) were most prevalent followed by exposure through radio (26%) and then friends/relatives (19%).[19]

For relevant December respondents, those exposed through television were about equally exposed to advertisements and news stories (57% and 60%). Those exposed through radio were much more likely to be exposed to advertisements than news stories (70% vs. 22%) while those exposed through newspapers were much more likely to be exposed through news stories than advertisements (84% vs. 27%).[20]

[18] This December post-test level is lower than that found for the June 2006 post-test (54% for "all rural counties"; 58% for the rural sample).

[19] We focus here on the December respondents since this was the "post-test" survey.

[20] Again, we focus on the December results because this was the survey after the enforcement and media campaign. Note that the November survey also asked the follow-up questions about whether exposure was through advertisements or news stories for both television and radio but not for newspapers.

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had *"seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*" increased about 9 percentage points, from 32 percent in November to 41 percent in December.[21]

Of those December respondents who indicated being aware of roadside safety checks, exposure through newspapers (39%) and television (37%) was most prevalent followed by friends/relatives (28%) and then radio (16%).

For relevant respondents in the December survey, those exposed through each of the mass media sources were more likely to say they had been exposed through news stories than through advertisements (85% vs. 23% for newspapers; 70% vs. 43% for television; and 55% vs. 23% for radio).

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks decreased somewhat from 37 percent in November to 32 percent in December.

[It should be noted that a decline, in some sense, is not surprising here because the December post-test results come from a somewhat broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. While in past surveys, this is not what we have found, it is the case here.]

When the reports of actually seeing a roadside check are based *on all sample members* (and not just those who are aware of such), we find that the percent who have seen a roadside safety check was nearly stable at 12 percent in November and 13 percent in December.[22]

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*," the results show a decline from 46 percent in November to 25 percent in December. However, these results are based on a very limited number of respondents. *In terms of total sample members*, these results translate into a very small decline from November to December in the percent who indicated they had been through a safety check (from 5.5% to 3.3%).[23]

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had *"seen or heard any messages that encourage people to wear their seat belts*" was very similar in November and December, increasing only from 64 percent to nearly 66 percent.[24]

Of those December respondents who had seen or heard such messages, more rural respondents indicated exposure through television (64%) than through radio (31%) or newspapers (29%). Fewer indicated exposure through friends/relatives (19%). Just over one-

[21] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks." The December awareness level (41%) is about the same, or slightly higher, than the June post-test level (35% for "all rural counties"; 40% for the rural sample).

[22] The December level here (13%) is lower than the June 2007 post-test percent (22-23%).

[23] Again, the December percent (3%) is lower than the result found in June (12-13%).

[24] The December awareness level here (66%) is lower than both the June post-test level (83% for "all rural counties"; 87% for the rural sample) and the May pre-test level (70-71%).

quarter (26%) indicated exposure through another source, with billboards or road signs being by far the most common mention here (23%).[25]

For relevant December respondents who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (81% vs. 31% for television; 72% vs. 28% for radio). Those exposed through newspapers were much more likely to say they were exposed through news stories than advertisements (69% vs. 39%).

<u>*Those who had seen or heard messages encouraging people to wear seat belts*</u> were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of these respondents* choosing "more than usual" increased a bit from nearly 12 percent in November to almost 16 percent in December.

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts decreased from just over one-tenth in November to just over one in twenty in December (11% and 6%).

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts.

The December results. The December seat belt "post-test" awareness levels are presented in Table Slogans-1 (see below). As seen in this table, the "Click It or Ticket" slogan has the highest awareness level, with over nine out of ten (92%) aware of the slogan. The second and third place slogans have awareness levels greater than 80 percent ("Friends don't let friends drive drunk" at 85% and "You drink and drive. You lose" at 84%). The other seat belt slogan, "Buckle Up America," has an awareness level of just over 40 percent (42%) and takes seventh place in awareness.

The November to December change results. Also presented in Table Slogans-1 are: the percentage point changes from November to December for these slogans; and the November-to-December increases expressed as a percent of total potential increase (not relevant for decreases in awareness).[26] A positive change represents an increase in awareness from November to December.

As seen in this table, the "Click It or Ticket" slogan shows a modest increase in awareness from November to December of nearly 6 percentage points. This is the third largest increase in percentage point terms, surpassed by "Drive hammered, get nailed"(+9% pts) and slightly by "Cell phones save lives. Pull over and report a drunk driver" (+6% pts).

[25] This is based on 86% of the 26% who said "other." In the June 2007 version of the survey, when the source of billboards/road signs was explicitly asked about, this source actually solicited the largest percentage, even outdistancing television. We will once again add it to the Spring version of the questionnaire.

[26] The potential increase is 100 percent minus the November awareness level. It represents the total possible increase in awareness a slogan could have from November to December.

Expressed in terms of potential awareness increase, we find the modest percentage point increase of nearly 6 points for the "Click It or Ticket Slogan" is actually an increase of more than 40 percent (43%) of its total potential increase. By far, this is the largest increase of all the slogans based on its potential, the next highest being for "You drink and drive. You lose" with an increase of 23 percent of its potential.

Table: Slogans-1
December Awareness Level
and November to December Change

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**92.4%**	**+5.7%**	***+42.9%***
2	Friends don't let friends drive drunk …….…..	85.2%	+2.3%	*+13.5%*
3	You drink and drive. You lose. ……..…….	84.0%	+4.7%	*+22.7%*
4	Drive smart. Drive sober. ……..…..	61.0%	+0.6%	*+1.5%*
5	Police in Illinois arrest drunk drivers ……..….	50.9%	-1.8%	-----
6	Drive hammered, get nailed. …….....	47.7%	+9.0%	*+14.7%*
7	**Buckle Up America ……..….. .**	**42.0%**	**+3.1%**	***+5.1%***
8	Cells phones save lives. Pull over and report a drunk driver ….....	40.9%	+6.0%	+9.2%
9	Wanna drink and drive? Police in Illinois will show you the bars …….....	33.1%	-1.5%	-----
10	Drink and drive? Police in Illinois have your number …...….....	26.8%	+4.5%	+5.8%
11	Drunk Driving. Over the Limit, Under Arrest*	19.6%	-1.5%	-----
12	Children in back ……...……	14.9%	-0.5%	-----
13	Step away from your vehicle ……..…….	12.6%	+2.1%	+2.3%
14	Smart motorists always respect trucks ……..…..	12.0%	+1.9%	+2.1%
15	Checkpoint Strikeforce ……..…..	9.9%	-3.8%	-----
16	Operation A-B-C ……..…	5.7%	+0.7%	+0.7%

The April 2005 to December 2006 change results for "Click It or Ticket." Surveys of the "rural" Illinois counties were conducted five times during both 2005 and 2006 and five times during 2007. Awareness results for the "Click It or Ticket Slogan" are presented below in Table Slogans-2 for these fourteen surveys. (Note that the 2005 results below were weighted only by gender while the 2006 and 2007 results were weighted both by gender and by age category.) As seen below, campaigns in 2005 began with awareness in the low-to-mid 80-percent level and were followed by awareness nearly at, or over, the 90 percent level. The campaigns in 2006

began with awareness about the 90 percent level and were followed by awareness in the low-to-mid 90-percent level. For both campaigns in 2007 (Memorial Day and Thanksgiving), awareness began in the upper-80 percent level and ended in the lower-90 percent level.

Table: Slogans-2
Awareness Levels for "Click It or Ticket" Slogan,
April 2005 through December 2007 Surveys

Survey	2005	2006	2007[27]
April	82.6%	89.6%	-----
May	85.3%	91.5%	88.6%
June	93.3%	95.1%	92.5%
November	85.0%	91.3%	86.7%
December	89.0%	93.2%	92.4%

[27] May and June 2007 figures are those from all relevant "rural" counties. This includes the actual rural sample and relevant respondents from the statewide sample. Percentages for strictly the rural sample are 87.1% for May 2007 and 92.3% for June 2007.

CHICAGO MINORITY TELEPHONE SURVEY

The Illinois Chicago Targeted Area 2007 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for

Division of Traffic Safety

Conducted by

Survey Research Office
Center *for* State Policy and Leadership
University *of* Illinois *at* Springfield

Summary Report
Field Interviewing: November / December, 2007
Report: February, 2008

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Introduction

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct two telephone surveys of targeted areas in the City of Chicago in November and December, 2007.[28] The November survey was conducted prior to a seat belt enforcement / media campaign that occurred in these areas surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among

[28] Pre and post Thanksgiving surveys were also conducted for "rural Illinois," defined for this purpose as most of the "downstate" Illinois counties. Results can be found in a separate report. Similar pre and post Thanksgiving surveys for targeted areas of Chicago and "rural Illinois" were also conducted in 2005 and 2006.

those groups with the lowest incidence of seat belt usage.[29] More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.[30]

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2007, respectively. For each cross-sectional survey, the sampling methodology was a stratified sample selected through random digit telephone dialing that consisted of the following.

First, the entire targeted neighborhood areas were divided into a northern area and a southern area, and it was determined that more respondents would need to be interviewed from the northern area than from the southern area. The rationale for this stemmed from an initial goal of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups.[31] These respondents were to be the focus of these surveys for the reason presented earlier.

An initial demographic analysis of the neighborhoods suggested that a southern grouping of these neighborhoods could be identified that was very contiguous and that was nearly all black in racial/ethnic composition. A northern grouping could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

After the north/south area neighborhood stratification, zip code areas were then identified which most closely approximated these two areas.[32] For each of the two areas (north and south),

[29] See a more complete rationale for this in "Proposed Work Plan for November 7th – December 11th 'Click It or Ticket' Campaign," a work plan developed by IDOT, Fall 2005.

[30] In the actual sampling design, Albany Park was not included in the zip code areas for the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations).

[31] We will see that, in practice, the goal was modified to obtain more than the 150 African-American and Hispanic respondents and to attempt to obtain 75 Hispanic respondents. In actuality, we would fall short of the latter (i.e., short of the 75 Hispanic respondents) in the November survey but would meet this latter goal in the December survey. This was accomplished by increasing the total number of interviews obtained in both the northern and southern regions. In the future, as is also mentioned in another footnote below, we would recommend increasing the proportion interviewed in the northern region by a greater amount than we did in these two 2007 surveys. (See the next paragraph for a relevant demographic description of the northern and southern areas.)

[32] The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

randomly-generated telephone samples were purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. These samples were generated by first selecting those telephone prefixes which were most congruent with the pre-defined zip code areas.[33] So, in essence, the sample was one which was determined by telephone prefixes and was stratified into a northern sub-sample and a southern sub-sample.[34]

Actual field interviewing for the November survey was conducted from November 1 through November 20, 2007 with nearly 300 licensed drivers (n = 275-292). Just over 175 of these respondents were either African-American or Hispanic (n = 176, 132 African-American and 44 Hispanic respondents, with 21 of these interviews conducted in Spanish).[35] The field interviewing for the December survey was conducted from November 25 to December 19, 2007, with over 300 licensed drivers (n = 310-338). Over 225 of these respondents were either African-American or Hispanic (n = 232, 157 African-American and 75 Hispanic respondents, with 33 interviews conducted in Spanish). (By design, over 60 percent of the completions were from the north targeted area and under 40 percent were from the south targeted area in both areas.)

At the 95th percent confidence level, the sampling errors for the results pertaining to African-American and Hispanic respondents are: +/- 7.3 percent for the November survey and +/- 6.5 percent for the December survey. These are the respondents who are the focus on this report. In addition, for most questions we have commented on and/or presented the results for all respondents. These results have sampling errors of +/- 5.8 percent for the November survey and +/- 5.5 percent for the December survey.[36]

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was about 11 to 12 minutes for both surveys.

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[33] For Survey Sampling, Inc. (SSI), the default procedure is to include a telephone prefix within a zip code area (or areas) if a majority of the listed numbers of the prefix are within the geographic boundary of the zip code area(s). For the northern sampling area here, the SSI sampling methodology required UIS Survey Research Office personnel to identity parameters for inclusion of telephone prefixes by specifying the cut-off point (in terms of proportion of telephone numbers within the boundary) for inclusion.

[34] We did not screen for zip code area at the beginning of the interview, although we did ask residential zip code toward the end of the interview. This screening was not done because our primary goal here was not to interview respondents within specific zip code areas; rather it was to use the identification of neighborhoods, zip code areas, and telephone prefixes as an efficient way to reach a randomly-selected sample of African-American and Hispanic respondents. An analysis of past year's respondents showed that the residential zip codes of respondents "outside" the originally defined zip code areas were in contiguous areas and exclusion of these "outside" respondents would have resulted in a less efficient design (i.e., would have excluded some of the African-American and Hispanic respondents we were interested in interviewing).

[35] Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question. Race/ethnicity was asked toward the end of the interview, and no attrition from that point until the end of the interview occurred for respondents who answered this question.

[36] The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

Comments on Results

In the following "Summary of Results," we summarize the results for seat belt-related questions asked of African-American and Hispanic respondents and focus on describing the changes that occurred between the November and December surveys. We also present or comment upon the results for all respondents.

For both surveys, the results have been weighted by north/south stratification area, gender, and age distribution.[37] Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.[38] The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results for the combined African-American and Hispanic respondents and for all respondents in the targeted areas are presented in the accompanying **IDOT Chicago 2007 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the Chicago targeted surveys, subgroup results (such as by gender or age group) are not presented.

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth comparing the November and December 2007 samples on selected driving and demographic characteristics. Most of these comparisons are summarized below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Race/ethnicity*. The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain more than 150 completions with African-American and Hispanic respondents in the two surveys (176 in November and 231 in December). Yet, we did fall short of the targeted number of Hispanic completions in the November survey (44 vs. target of 75) while we virtually met this target number in the December survey (74 Hispanics).[39]

[37] Results have been weighted to reflect the fact that the estimated populations in the northern and southern stratification regions are approximately equal. We also weighted to reflect a gender distribution that is somewhat more female than male. And, we weighted the results to make the age distributions similar between the November and December surveys. Thus, trends/changes between the two surveys cannot be attributable to changes in these characteristics. (For the age weighting, we used a three-category age distribution of 17% for the 16-29 age group, 44% for those in their 30s/40s, and 39% for those 50 and over. This distribution was mid-way between the two unweighted age distributions for the north and south regions.)

[38] When the decimal is .5, we round to the even integer.

[39] Throughout the past three years, we have had more difficulty obtaining the targeted number of Hispanic completions (even given our initial analysis of the race/ethnic composition of the relevant areas). Possible reasons for this are: 1) the initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of drivers licenses among the driving-aged Hispanic population in this area; 3) possible differences in telephone availability; and 4) differences in response rates. For this year's December survey, we increased the total number of completions (north and south), and this resulted in reaching our targeted Hispanic completion number. For the future, it is recommended that the proportion of completions in the northern targeted area be increased. For comparison: in 2005, the number of Hispanic completions for the November and December surveys were 35 and 44, respectively; in 2006, these numbers were 66 and 61.

Focusing only on the African-American and Hispanic respondents, both the unweighted and weighted results for race/ethnicity show a December sample that is just somewhat more Hispanic (and less African-American) in composition than the November sample. (The unweighted composition of the November sample is 75% African-American and 25% Hispanic while that of the December sample is 68% and 32%, respectively. The weighted composition is 80% and 20% in November and 76% and 24% in December.[40])

The following comparison focuses on weighted results for African-American and Hispanic respondents, also the focus of the substantive results that follow.

- *Gender.* While the November and December African-American and Hispanic weighted samples both have slightly to somewhat more females than males, the December female proportion is nearly 5 percentage points greater than the November sample (56% vs. 51%).[41]

- *North/south targeted area.* The December weighted sample has somewhat more respondents from the northern targeted area than does the November sample (43% vs. 38%).

- *Age of respondent.* The December weighted sample has a smaller percentage of respondents in their 30s/40s (42% vs. 48%)[42] and a somewhat larger percentage 50 and over (39% vs. 35%).

- *Reported miles drive per year.* The December African-American and Hispanic sample has more respondents who reported driving up to 10,000 miles per year than does the November sample (69% vs. 57%) and thus fewer respondents who reported driving more than 10,000 miles per year (30% vs. 41%).[43]

- *Number of individuals of driving-age in household.* More December than November African-American and Hispanic respondents reported having two household individuals of driving age (42% vs. 29%) while fewer December respondents reported having one individual of driving age (27% vs. 35.5%) and more than three individuals of driving age (12% vs. 16%).

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[40] The weighted composition has a greater proportion of African-Americans than does the unweighted composition because, while the estimated populations of the northern and southern areas are approximately equal, the southern area is more homogeneous (i.e., nearly all Africa-American) while the northern area is more diverse (i.e., having diversity across African-Americans, Hispanics, and whites). See the earlier discussion of weighting.

[41] While gender was a weighting criteria, so were the criteria of north/south area and age. We arrived at the weighting scheme that comes closest across all weighting criteria characteristics, and because of the combinations of these characteristics, there will be some differences between the two samples. Note that further weighting adjustments would have only minor effects on the results reported.

[42] A more refined analysis here indicates that the December weighted sample has a lower proportion of respondents in their 40s (20% vs. 31%) while having higher proportions both of those under 40 (40% vs. 34%) and those in their 60s/70s (21% vs. 15%).

[43] The results for all respondents in the targeted areas show the same general difference between the December and November samples, but the differences in these proportions are smaller.

- *Employment status.* The December African-American and Hispanic sample has somewhat more respondents who are not working (12.5% vs. 8%) and somewhat fewer respondents who are full-time employees (46% vs. 49%).

- *Household income.* The December African-American and Hispanic sample has more who are in households with incomes between $60,000 and $75,000 (12% vs. 5% for November) and somewhat fewer who did not answer the question (17% vs. 21%). Differences in the remaining categories are small and not consistent.

SUMMARY OF RESULTS

The following summarizes the substantive results of the November and December surveys. It focuses on results for the African-American and Hispanic respondents. As indicated previously, we focus on these respondents because past research has indicted less seat belt usage among minority respondents. For most questions, results for all respondents are also reported and/or commented upon.[44]

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the reported incidence of seat belt usage among African-American and Hispanic respondents is very similar in November and December, with about 88 percent in both surveys reporting wearing a seat belt "all of the time." The percent who said "most of the time" is actually slightly higher in November than in December (8.4% vs. 5.0%).[45] [For all respondents in the targeted area, the results for "all of the time" are also very stable at 90% and 89%.]

When was the last time you did not wear your seat belt when driving? The percent of African-American and Hispanic respondents who indicated that the last time they did not wear their seat belt was "more than a year ago" (or said they always wear one) increased somewhat from November to December, from 74 percent to 78 percent. At the same time, the percent of these respondents who reported not wearing a seat belt "within the last day" decreased a bit, from 11 percent to just under 8 percent. [For all respondents, about three-quarters in both surveys reported "more than year ago"/"always wear one." The results for "in the last day" are the same as those reported above for African-Americans/Hispanics.]

When asked "*why they did not wear a seat belt the last time*," the most frequent reason given by African-American and Hispanic respondents was that respondents were driving a short distance (32% of relevant respondents in December, and 42% in November). In November, the next two most frequent reasons were "forgot to do it" (19%) and "in a hurry" (15%). In

[44] The results for all respondents are nearly always very close to those for African-American and Hispanic respondents.

[45] The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of "always" was only used when they answered "always" to both questions.

December, the next three most frequent reasons were: "forgot to do it" (17%); "in a hurry" (16%); and "not in habit; just didn't do it" (15%). [The same kinds of reasons are most prevalent for all respondents in the targeted area.]

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for *reported* trends in seat belt usage over the past 30 days (increased, decreased, or stayed the same) are quite similar in the November and December surveys for African-American and Hispanic respondents. The percent who said "increased" is only slightly greater in December (11% vs. 9%) while the percent who said "stayed the same" is only a bit less in December than in November (87% vs. 90%). [The results for all respondents are about the same here.]

Have you ever received a ticket for not wearing a seat belt? The percent of African-American and Hispanic respondents who indicated having ever received a ticket for not wearing a seat belt was about 14 percent in November and just over 18 percent in December. [For all respondents in the targeted areas, the results are about the same.]

When riding in a car as passenger, how often do you wear your seat belt? The percent of African-American and Hispanic respondents who reported they use their passenger seat belts "all of the time" decreased from 89 percent in November to 82 percent in December – a decrease of nearly 7 percentage points.[46] At the same time, the percent who reported wearing a passenger seat belt "most of the time" increased from 6 percent in November to 10 percent in December, and the combined who said "some of the time," "rarely" or "never" increased from 3 percent in November to 7 percent in December. [The results for all respondents are about the same.]

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly 99 percent of African-American and Hispanic respondents in both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. [Reported knowledge for all respondents is nearly as high, at 97 to 98%.]

Primary enforcement: awareness and opinions. ***According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?*** The percent of African-American and Hispanic respondents who indicated awareness of primary enforcement increased somewhat, from 79 percent in November to almost 84 percent in December. At the same time, the percent who indicated they did not know decreased by 4 percentage points (15% to 11%). [The same trends are found for all respondents in the targeted area.]

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent of African-American and Hispanic respondents who expressed the opinion that police should be allowed to stop a vehicle for seat

[46] In the last two years, there were also decreases from November to December among all minority respondents in those who reported using passenger seat belts "all the time" and increases in the percent who reported wearing them "most of the time."

violations without another traffic law violation increased from November to December (74% to 80%) while opposition to this decreased (24% to 19%). [The results for all respondents are about the same.]

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? Support for having a law making this illegal is about 93 percent in both surveys among African-American and Hispanic respondents. Opposition decreased slightly from 6 percent to 4 percent. [About the same results are found for all respondents.]

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent of African-American and Hispanic respondents who disagreed (to any extent) with this statement increased from under one-half in November to just over half percent in December (46% to 51%). [This increase is 52 percent to 55 percent for all respondents in the targeted areas.]

Agree/disagree: If you were in an accident, you would want to have your seat belt on. For both November and December, just over 90 percent (91-92%) of African-American and Hispanic respondents indicated they "strongly agree" – and another 4 to 5 percent indicated they "somewhat agree." [Results for the entire targeted areas are about the same.]

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. For the final agree/disagree question in this set, we find that about two-thirds of African-American and Hispanic respondents "strongly disagree" in both surveys (67% in November and 69% in December). Since fewer December than November respondents said they "somewhat disagree" (10% vs. 15%), the total percent who expressed disagreement to any extent declined slightly from December to November (82% to 79%). [The results for all respondents are about the same here.]

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents' perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn't wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? While the percent of African-American and Hispanic respondents who answered "very likely" to this question actually decreased from November to December (57% to 52%), the percent who answered either "very" or "somewhat" likely actually increased very

slightly 75 percent to 77 percent. The percent who said "very unlikely" increased slightly from 9 percent to just over 12 percent.

[Compared to the subset of African-American/Hispanic respondents, all respondents in the targeted areas show a lower proportion who believe it is either "very likely" "somewhat likely" in both the November (69% for all vs. 75% for AA/H) and December (73% vs. 77%) surveys. For the percent saying "very likely," this is true for November (50% vs. 57%) but not for December (49% and 52%).

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Among African-American and Hispanic respondents, the percent who said they "strongly disagree" with this statement (meaning they believe police will bother to write tickets) decreased over 5 percentage points from November to December (38% to 33%). And, the percent who disagreed to any extent declined from 55 percent to 45 percent.

[For all respondents in the targeted areas, both the percentages who "strongly disagree" (31% and 32%) and the percentage who disagree to any extent (46% and 44%) are about the same in both the November and December surveys.]

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent of African-American and Hispanic respondents who agreed to any extent with this statement decreased from November to December (58% to 45%). And, the percent who expressed "strong agree[ment]" decreased from 42 percent to 34 percent.

[In contrast, for all respondents, both the percentages who agree to any extent (46% and 44%) and the percent who "strongly agree" (32% and 34%) do not differ much between the two surveys.]

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents' attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. The percent who said they "strongly agree" with this statement increased a bit from November to December among African-American and Hispanic respondents (79% to 83%). But since the percent who "somewhat agree" decreased a bit, the total percent who agree is about the same in both surveys, about 93 percent.

[Results for all respondents show a greater increase from November to December, but at lower levels, in the proportions who "strongly agree" (74% to 80%). For all respondents, 91 to 92 percent agree to any extent.]

Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the set of interview questions that related to seat belts, the percent of African-American and Hispanic respondents who said they believe it is "very important" increased somewhat from November to December (75% to 80%) while the percent who said they believe it is "fairly important" declined by about the same amount (12% to 7%).

[For all respondents, the trends are pretty much the same but the proportions who say "very important" are somewhat lower: 70 percent in November to 76 percent in December.]

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had *"seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" shows a modest increase from 32 percent in November to 37 percent in December. [An increase of 27% to 34% is found among all respondents in the targeted area.]

Of those December respondents who indicated having seen or heard of these special efforts, somewhat more African-American and Hispanic respondents reported being exposed to them through television (64%) than through radio (45%) or friends/relatives (45%). Exposure through newspapers was lower (28%). Nearly one-quarter (24%) identified various other sources.[47] [Findings for all respondents do not differ substantially here.]

For relevant African-American and Hispanic December respondents, those exposed through newspapers were fairly equally divided between those exposed through advertisements and news stories (62% for advertisements and 64% for news stories). Those exposed through radio were more likely to be exposed through advertisements than through news stories (71% vs. 47%) as were those exposed through television (61% vs. 45%).

Awareness of roadside safety checks. The percent who indicated that, "*in the past thirty days*," they had *"seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*" increased only slightly from the November to the December survey (44% to 46%).[48] [A greater increase is found among all respondents in the targeted areas, from 36 percent to 42 percent.]

Of those December African-American and Hispanic respondents who indicated being aware of roadside safety checks, the exposure level through television is the greatest (48%) followed by exposure through friends and relatives (42%). Exposure was lower through radio (31%) and even lower for newspapers (15%). [The findings are about the same for all respondents in the targeted areas.]

For relevant African-American and Hispanic December respondents, majorities of those exposed through television were exposed through news stories (60%) and through advertisements (56%). A majority of those exposed through radio were exposed through advertisements (55%) while somewhat less were exposed through news stories (47%). And many more of those exposed through newspapers said they had seen advertisements rather than news stories (73% vs. 36%).

Of the African-American and Hispanic respondents who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks increased somewhat from 70 percent in November to 76 percent in December. [The results for all respondents in the targeted areas are the same.]

[It should be noted that a decline, in some sense, might have been expected here because the December post-test results come from a broader awareness base. In other words, it would be

[47] We focus here on the December respondents since this was the "post-test" survey.

[48] For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of "roadside safety checks."

of no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. But this is not what we find.]

Based on all African-American and Hispanic respondents (and not just those who were aware of the roadside checks), we find that about 30 percent reported seeing a roadside check in the November survey and a somewhat larger 35 percent reported such in the December survey. [Among all respondents in the targeted area, 25 percent reported seeing a roadside check in the November survey and 32 did so in the December survey.]

When *those who had personally seen a roadside check* were asked whether they have "*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*," the results show a small increase of 63 to 65 percent for relevant African-American and Hispanic respondents. [This increase is also small for all relevant respondents (61% to 63%).]

Basing the results on all survey respondents, this translates into only a slight increase in the percent who had been through a roadside check from November to December for African-Americans and Hispanics (19% to 23%). [For all respondents, this increase from November to December is 15% to 20%.]

Awareness of messages to encourage people to wear seat belts. The percent of African-American and Hispanic respondents who indicated that, "*in the past thirty days*," they had *"seen or heard any messages that encourage people to wear their seat belts*" shows an increase from 71 percent in November to 77 percent in December. [While awareness is lower, the increase is greater among all respondents in the targeted area: from 63 percent in November to 74 percent in December.]

Of those December African-American and Hispanic respondents who had seen or heard such messages, far more respondents indicated exposure through television (78%) than radio (50%). Fewer indicated exposure through friends/relatives (36%), and even fewer indicated exposure through newspapers (21%). Nearly one in five indicated exposure through another source, with billboards or road signs being by far the most common mention here (12%).[49] [All relevant respondents in the targeted areas show just somewhat lower exposure levels through television and friends/relatives.]

For relevant African-American and Hispanic December respondents, those exposed to each of the mass media sources were much more likely to say they were exposed through advertisements than through news stories (81% vs. 35% for television; 74% vs. 27% for radio; and 63% vs. 49% for newspapers).

Those who had seen or heard messages encouraging people to wear seat belts were asked whether *"the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual."* The percent *of relevant African-American and Hispanic respondents* choosing "more than usual" increased from 24 percent in November to 35 percent in December. [This increase was 20 percent to 32 percent for all respondents in the targeted areas.]

[49] This is based on 61% of the 19% who said "other." The finding suggests that the "billboard/roadsign" alternative should be specifically asked about (as was done during the earlier surveys conducted in 2007).

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, "*in the past thirty days*," they had seen or heard other activities that encouraged people to wear their seat belts increases from 15 percent in November to just over one in five (21%) in December. [For all respondents, the increase is 12 percent to 19 percent.]

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of sixteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts. Our main focus is on the "Click It or Ticket" slogan because this was the slogan used in the Thanksgiving seat belt campaign.

The December results. The December seat belt "post-test" awareness levels for African-American and Hispanic respondents are presented above in Table Slogans-1. As seen in this table, the "Click It or Ticket" slogan has the highest December awareness level, with more than nine out of ten (94%) aware of the slogan. Just under nine in ten (89%) reported awareness of the second-place slogan, "Friends don't let friends drive drunk"; and just over eight in ten reported awareness of the third-place slogan, "You drink and drive. You lose." Well over one-half reported awareness with the fourth and fifth place slogans, "Drive smart. Drive sober" and "Police in Illinois arrest drunk drivers." And, about half reported awareness of the next two slogans, one of which relates to seat belts: "Buckle up America" and "Cell phones save lives. Pull over and report a drunk driver."

November to December changes. The "Click It or Ticket" slogan shows the greatest increase in awareness from the November survey to the December survey, increasing in awareness by nearly 7 percentage points. The second and third place slogans as well as the fifth place slogan increased by almost as many percentage points (increases of over 6 percentage points). *In terms of the percent of potential increase*, the "Click It or Ticket" slogan shows the greatest increase, with an increase of 54 percent of its potential. This is followed by "Friends don't let friends drive drunk" (37% of its potential) and "You drink and drive.You lose" (26% of its potential).

[Among all respondents in the targeted areas, the December awareness level for the "Click It or Ticket" slogan was 92.5 percent, up from nearly 87 percent in November. The increase of nearly 6 percentage points represents nearly 43 percent of its potential increase.]

Comparison to earlier Thanksgiving 2005 and 2006 results. Table Slogans-2 below presents the awareness level results for the Thanksgiving campaigns over the past three years. The Table shows that the pre- and post-results showed little change for the 2005 Thanksgiving campaign, but awareness in the pre-campaign period began at a higher level (more than 90 percent). In the past two Thanksgiving campaigns, awareness in the pre-campaign period stood at about 87 percent and then increased to more than 90 percent in the post-campaign period, with the 2007 change slightly greater than the 2006 change.[50]

[50] Note that, because of differences in age weighting procedures, the 2007 weighted sample is overall somewhat younger than the 2006 weighted sample. Comparisons here are: 16 to 29 (17% in both); 30s/40s (34% in 2006; 44% in 2007); 50 and over (49% in 2006; 39% in 2007). The 2005 results were not weighted by age. The December 2005 age distribution (21% for those 16 to 29, 30% for those in their 30s/40s, and 49% for those 50 and over) is actually quite similar to the weighted 2006 age distribution. The November 2005 age distribution is actually quite similar to the weighted 2007 age distribution (16% for those 16 to 29; 45% for those in their 30s/40s; and 39%

Table: Slogans-1
December Awareness Level and November-to-December Change among African-American and Hispanic Respondents

Order	Slogan	December %	Nov to Dec Change (% pt)	*Increase as % of Potential*
1	**Click It or Ticket ……**	**94.3%**	**+6.8%**	***+54.4%***
2	Friends don't let friends drive drunk …….…..	89.1%	+6.4%	*+37.0%*
3	You drink and drive. You lose. ……...…..	81.9%	+6.4%	+26.1%
4	Drive smart. Drive sober. ……..…..	57.3%	-2.2%	-----
5	Police in Illinois arrest drunk drivers ……..….	56.7%	+6.5%	+13.1%
6	**Buckle Up America ……..…..**	**50.0%**	**+0.8%**	***+1.2%***
7	Cells phones save lives. Pull over and report a drunk driver ….....	48.4%	+2.3%	+4.3%
8	Drive hammered, get nailed. …….....	38.3%	-1.9%	-----
9	Step away from your vehicle ……..…….	30.9%	+4.3%	*+5.9%*
10	Drunk Driving. Over the Limit, Under Arrest ….....	29.1%	-7.9%	-----
11	Drink and drive? Police in Illinois have your number …...….....	28.5%	+3.9%	+5.2%
12	Children in back ……...…….	27.6%	-0.3%	-----
13	Wanna drink and drive? Police in Illinois will show you the bars …….....	26.7%	-3.4%	-----
14	Smart motorists always respect trucks ……..…....	18.7%	-6.9%	-----
15	Checkpoint Strikeforce ……..…..	14.9%	-3.0%	-----
16	Operation A-B-C ……..…	10.4%	+2.0%	*+2.2%*

Table: Slogans-2
Awareness Levels for "Click It or Ticket" Slogan among African-American and Hispanic Respondents, Thanksgiving Campaigns, 2005 through 2007

Survey	2005	2006	2007
November	91.3%	86.6%	87.5%
December	92.2%	92.0%	94.3%

for those 50 and over) is actually quite similar to the weighted 2007 age distribution. Also note that these 2005 figures depart just slightly from those presented in the 2005 Excel table. The latter table reported on all non-white respondents while the 2005 results reported here are based on African-American and Hispanic respondents.

APPENDIX A: STATEWIDE ENFORCEMENT ACTIVITIES AND ASSOCIATED COSTS

TABLE 9: MINI-GRANTEES ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	**Agency**	**Total Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Amount Claim Processed For**
MINI	Alexander County SO	48	24	120.0	$ 40.32	$ 20.16	$ 967.68
MINI	Arlington Heights	90	131	41.2	$ 40.79	$ 59.37	$ 5,342.94
MINI	Bradley	32.0	46	41.7	$ 31.30	$ 44.99	$ 1,439.60
MINI	Calumet City	136.0	108	75.6	$ 28.63	$ 22.74	$ 3,092.24
MINI	East Hazel Crest PD	51.0	74	41.4	$ 24.83	$ 36.03	$ 1,837.46
MINI	Flora	80.0	48	100.0	$ 59.74	$ 35.85	$ 2,867.75
MINI	Ford County SO	24.0	6	240.0	$ 106.70	$ 26.68	$ 640.20
MINI	Freeport	20.0	43	27.9	$ 43.41	$ 93.33	$ 1,866.66
MINI	Galena	64.0	12	320.0	$ 143.31	$ 26.87	$ 1,719.66
MINI	Jerome	93.0	186	30.0	$ 12.73	$ 25.47	$ 2,368.36
MINI	Kewanee	12.0	48	15.0	$ 7.01	$ 28.03	$ 336.38
MINI	Leland Grove	50.0	87	34.5	$ 15.49	$ 26.96	$ 1,347.81
MINI	Lisle	45.0	77	35.1	$ 26.54	$ 45.40	$ 2,043.21
MINI	Lostant	55.0	18	183.3	$ 107.10	$ 35.05	$ 1,927.71
MINI	Mendota	60.0	22	163.6	$ 84.20	$ 30.87	$ 1,852.42
MINI	Mercer County SO	92.0	62	89.0	$ 40.06	$ 27.00	$ 2,484.00
MINI	Niles	142.0	194	43.9	$ 41.02	$ 56.04	$ 7,957.56
MINI	North Aurora	137.0	250	32.9	$ 23.79	$ 43.42	$ 5,948.58
MINI	Paxton	99.0	0	0.0	$ 0.00	$ 23.82	$ 2,358.03
MINI	Peoria Heights PD	128.0	106	72.5	$ 36.25	$ 30.02	$ 3,842.98
MINI	Rock Island	53.0	91	34.9	$ 22.35	$ 38.38	$ 2,034.03
MINI	Tonica	84.0	33	152.7	$ 89.73	$ 35.25	$ 2,961.00
MINI	Vernon Hills	80.0	84	57.1	$ 68.40	$ 71.82	$ 5,745.64
MINI	Warrensburg	56.0	64	52.5	$ 18.05	$ 20.62	$ 1,154.92
MINI	West Dundee	33.0	48	41.3	$ 31.13	$ 45.27	$ 1,494.01
MINI GRANTS TOTAL		**1,819**	**1,885**	**57.9**	**$ 35.60**	**$ 36.89**	**$ 67,104.78**

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during YDDYL enforcement
Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 6: Cost per citation = Total Cost / Number of Citations
Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

TABLE 10: REGULAR GRANTEES WITH SINGLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	Total Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Amount Claim Processed For
IMAGE	Bartonville	54.0	49	66.1	$31.72	$28.78	$1,554.07
IMAGE	Blue Island	80.0	171	28.1	$21.80	$46.59	$3,727.17
IMAGE	Brookfield	106.0	123	51.7	$43.14	$50.06	$5,306.32
IMAGE	Burnham	57.0	126	27.1	$18.60	$41.12	$2,343.90
IMAGE	Carol Stream	135.0	292	27.7	$31.62	$68.38	$9,231.88
IMAGE	Collinsville	30.0	71	25.4	$16.12	$38.15	$1,144.35
IMAGE	East Peoria	104.0	181	34.5	$28.89	$50.28	$5,228.76
IMAGE	Flossmoor	88.0	210	25.1	$20.27	$48.38	$4,257.73
IMAGE	Grayslake	103.0	125	49.4	$41.23	$50.04	$5,153.61
IMAGE	Hickory Hills	104.0	289	21.6	$15.88	$44.13	$4,589.41
IMAGE	Homewood	80.0	154	31.2	$25.50	$49.09	$3,927.44
IMAGE	Kendall Co	68.0	64	63.8	$86.32	$81.25	$5,524.79
IMAGE	Matteson	103.0	200	30.9	$23.58	$45.80	$4,716.93
IMAGE	McHenry County	145.0	212	41.0	$40.55	$59.29	$8,597.45
IMAGE	Metamora	93.0	11	507.3	$224.77	$26.59	$2,472.46
IMAGE	Midlothian	104.0	177	35.3	$23.01	$39.16	$4,072.84
IMAGE	Millstadt	22.0	17	77.6	$29.21	$22.57	$496.53
IMAGE	Minooka	77.0	27	171.1	$140.80	$49.37	$3,801.52
IMAGE	O'Fallon	108.8	138	47.3	$36.31	$46.06	$5,011.34
IMAGE	Oswego	88.5	171	31.1	$29.93	$57.84	$5,118.49
IMAGE	Park Ridge	132.0	94	84.3	$82.95	$59.07	$7,797.07
IMAGE	Pekin	98.0	98	60.0	$42.26	$42.26	$4,141.36
IMAGE	Quincy	134.5	237	34.1	$24.49	$43.15	$5,803.37
IMAGE	Riverdale	12.0	28	25.7	$18.23	$42.54	$510.42
IMAGE	Riverside	51.0	222	13.8	$12.95	$56.37	$2,874.98
IMAGE	Streator	100.0	88	68.2	$35.37	$31.13	$3,112.53
IMAGE	Wheaton	132.0	207	38.3	$36.44	$57.15	$7,543.32
IMAGE	Willowbrook	46.0	197	14.0	$13.25	$56.74	$2,610.08
LAP	Buffalo Grove	243.0	197	74.0	$76.36	$61.90	$15,042.77
LAP	Elgin	29.0	108	16.1	$34.01	$126.65	$3,672.87
LAP	St. Clair County	188.0	137	82.3	$86.22	$62.83	$11,811.69
MAP	Clarendon Hills	25.0	13	115.4	$133.72	$69.53	$1,738.30
MAP	Downers Grove	44.0	46	57.4	$64.02	$66.93	$2,944.84
MAP	Edwardsville	42.5	42	60.7	$44.51	$43.99	$1,869.54
MAP	Lake in the Hills	45.0	49	55.1	$52.04	$56.66	$2,549.91
MAP	Lake Zurich	44.0	0	#DIV/0!	#DIV/0!	$69.93	$3,076.74
MAP	Palos Heights	42.0	25	100.8	$108.54	$64.61	$2,713.55
MAP	SIU-Carbondale	20.0	30	40.0	$33.54	$50.32	$1,006.30
MAP	Streamwood	45.0	49	55.1	$51.46	$56.03	$2,521.38
MAP	Troy	58.0	22	158.2	$153.21	$58.12	$3,370.71
RSC	Rolling Meadows	27.0	24	67.5	$67.43	$59.93	$1,618.21

TABLE 10: (Continued)

1	2	3	4	5	6	7	8
Grant Type	**Agency**	**Total Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Amount Claim Processed For**
SEP	Champaign PD	90.0	256	21.1	$ 15.90	$ 45.24	$ 4,071.29
SEP	Danville PD	92.0	187	29.5	$ 20.55	$ 41.76	$ 3,842.11
SEP	Decatur PD	108.0	162	40.0	$ 37.17	$ 55.76	$ 6,022.23
SEP	Moline PD	213.0	454	28.1	$ 22.46	$ 47.88	$ 10,198.90
SEP	Tremont	102.0	209	29.3	$ 17.46	$ 35.78	$ 3,649.05
TLEP	DeKalb	140.0	138	60.9	$ 55.96	$ 55.16	$ 7,722.91
TLEP	Springfield	262.0	190	82.7	$ 51.74	$ 37.52	$ 9,830.64
TLEP	Stephenson Co.	190.0	225	50.7	$ 47.40	$ 56.13	$ 10,665.20
TLEP	Wheeling	75.0	148	30.4	$ 87.87	$ 173.40	$ 13,005.10
TLEP	Winnebago County	82.0	49	100.4	$ 267.89	$ 160.08	$ 13,126.48
IMAGE GRANTS SUBTOTAL		2,455.8	3,979	37.0	$ 30.33	$ 49.14	$ 120,670.12
LAP GRANTS SUBTOTAL		460.0	442	62.4	$ 66.36	$ 69.07	$ 30,527.33
MAP GRANTS SUBTOTAL		365.5	276	79.5	$ 78.95	$ 59.62	$ 21,791.27
RSC GRANTS SUBTOTAL		27.0	24	67.5	$ 67.43	$ 59.93	$ 1,618.21
SEP GRANTS SUBTOTAL		605.0	1,268	28.6	$ 21.91	$ 45.92	$ 27,783.58
TLEP GRANTS SUBTOTAL		749.0	750	59.9	$ 72.47	$ 72.56	$ 54,350.33
REGULAR GRANTS TOTAL		**4,662.3**	**6,739**	**41.5**	**$ 38.10**	**$ 55.07**	**$ 256,740.84**

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during YDDYL enforcement
Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 6: Cost per citation = Total Cost / Number of Citations
Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:
IMAGE – Integrated Mini-Grant Enforcement Program
LAP – Local Alcohol Program
MAP – Mini-Grant Alcohol Program
RSC – Roadside Safety Check
SEP – Speed Enforcement Program
TLEP – Traffic Law Enforcement Program

TABLE 11: REGULAR GRANTEES WITH MULTIPLE GRANTS ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	Total Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Amount Claim Processed For
MINI	Barrington-Inverness	42.0	29	86.9	$77.79	$53.71	$2,256.00
IMAGE	Barrington-Inverness	94.0	86	65.6	$59.31	$54.26	$5,100.44
MINI	Bartlett	40.0	85	28.2	$22.25	$47.28	$1,891.26
SEP	Bartlett	84.0	209	24.1	$22.78	$56.68	$4,761.49
MAP	Belleville	38.5	49	47.1	$34.10	$43.40	$1,670.92
IMAGE	Belleville	131.0	178	44.2	$33.94	$46.11	$6,040.86
MINI	East Moline	42.0	42	60.0	$26.40	$26.40	$1,108.92
IMAGE	East Moline	112.0	114	58.9	$41.71	$42.46	$4,755.50
SEP	Fairmont City	46.0	96	28.8	$14.21	$29.66	$1,364.49
IMAGE	Fairmont City	41.0	52	47.3	$28.29	$35.88	$1,470.94
MAP	Granite City	26.0	24	65.0	$47.18	$43.55	$1,132.24
SEP	Granite City	147.0	275	32.1	$23.17	$43.34	$6,371.62
IMAGE	Joliet PD	140.0	236	35.6	$30.59	$51.57	$7,219.69
SEP	Joliet PD	188.0	350	32.2	$29.35	$54.64	$10,272.33
OPEZ	Joliet PD	64.0	50	76.8	$66.48	$51.94	$3,324.11
MINI	Joliet PD	92.0	164	33.7	$29.74	$53.01	$4,877.14
MAP	Metropolis	30.0	31	58.1	$32.46	$33.54	$1,006.27
MINI	Metropolis	96.0	135	42.7	$20.92	$29.42	$2,824.74
OPEZ	Metropolis	18.0	47	23.0	$11.08	$28.92	$520.62
MINI	Monmouth	34.0	46	44.3	$18.05	$24.42	$830.41
IMAGE	Monmouth	105.0	123	51.2	$30.09	$35.25	$3,701.49
MAP	Morton	36.0	30	72.0	$55.17	$45.98	$1,655.10
MINI	Morton	46.0	35	78.9	$46.67	$35.51	$1,633.46
MAP	New Lenox	32.0	38	50.5	$38.64	$45.89	$1,468.50
SEP	New Lenox	36.0	83	26.0	$21.20	$48.88	$1,759.81
MINI	Oak Brook	20.0	56	21.4	$16.04	$44.91	$898.24
SEP	Oak Brook	60.0	116	31.0	$27.29	$52.76	$3,165.57
OPEZ	Orland Park PD	12.0	48	15.0	$10.52	$42.07	$504.80
IMAGE	Orland Park PD	132.0	322	24.6	$22.83	$55.68	$7,349.69
MAP	Palatine	50.0	53	56.6	$53.72	$56.94	$2,847.05
MINI	Palatine	288.0	373	46.3	$22.70	$29.40	$8,466.18
IMAGE	Palatine	288.0	373	46.3	$24.26	$31.42	$9,048.00
TLEP	Peoria	131.3	277	28.4	$34.83	$73.50	$9,647.37
IMAGE	Peoria	135.0	136	59.6	$47.28	$47.63	$6,430.15
LAP	Sangamon County SD	176.0	109	96.9	$104.34	$64.62	$11,373.25
MINI	Sangamon County SD	52.0	64	48.8	$26.75	$32.92	$1,711.69
TLEP	Skokie	230.3	413	33.5	$39.01	$69.96	$16,109.42
MINI	Skokie	139.5	430	19.5	$16.28	$50.19	$7,001.01
LAP	Skokie	128.0	241	31.9	$34.23	$64.45	$8,249.01

TABLE 11 (Continued)							
1	2	3	4	5	6	7	8
Grant Type	**Agency**	**Total Hours**	**Total Citations**	**Citation Written Every X Minutes**	**Cost Per Citation**	**Cost Per Patrol Hour**	**Amount Claim Processed For**
MAP	St. Charles	42.0	26	96.9	$ 87.20	$ 53.98	$ 2,267.27
SEP	St. Charles	90.0	148	36.5	$ 33.30	$ 54.77	$ 4,928.93
LAP	Will County SD	115.5	108	64.2	$ 100.55	$ 94.02	$ 10,859.64
MINI	Will County SD	73.0	87	50.3	$ 36.88	$ 43.96	$ 3,208.78
MINI GRANTS SUBTOTAL		964.5	1,546	37.4	$ 23.74	$ 38.06	$ 36,707.83
IMAGE GRANTS SUBTOTAL		1,178.0	1,620	43.6	$ 31.55	$ 43.39	$ 51,116.76
LAP GRANTS SUBTOTAL		419.5	458	55.0	$ 66.55	$ 72.66	$ 30,481.90
MAP GRANTS SUBTOTAL		254.5	251	60.8	$ 48.00	$ 47.34	$ 12,047.35
OPEZ GRANTS SUBTOTAL		94.0	145	38.9	$ 30.00	$ 46.27	$ 4,349.53
SEP GRANTS SUBTOTAL		651.0	1,277	30.6	$ 25.55	$ 50.11	$ 32,624.24
TLEP GRANTS SUBTOTAL		361.5	690	31.4	$ 37.33	$ 71.25	$ 25,756.79
REGULAR GRANTS WITH MULTIPLE GRANTS TOTAL		3,923.0	5,987	39.3	$ 32.25	$ 49.22	$ 193,084.40

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during YDDYL enforcement
Column 4: Total number of citations written by law enforcement agency during statewide YDDYL enforcement
Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 6: Cost per citation = Total Cost / Number of Citations
Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement

Program Descriptions:
IMAGE – Integrated Mini-Grant Enforcement Program
LAP – Local Alcohol Program
MAP – Mini-Grant Alcohol Program
MINI – Holiday Campaign Mini-Grant
OPEZ – Occupant Protection Enforcement Zone
RSC – Roadside Safety Check
SEP – Speed Enforcement Program
TLEP – Traffic Law Enforcement Program

TABLE 12: ALL GRANT ENFORCEMENT AND ASSOCIATED COSTS

1	2	3	4	5	6	7	8
Grant Type	Agency	# Patrol Hours	Total Citations	Citation Written Every X Minutes	Cost Per Citation	Cost Per Patrol Hour	Total Cost*
MINI GRANTS TOTAL		**2,783.5**	**3,431**	**48.7**	**$ 30.26**	**$ 37.30**	**$ 103,812.61**
REGULAR GRANTS TOTAL		**7,620.8**	**11,180**	**40.9**	**$ 36.95**	**$ 54.21**	**$ 413,117.41**
ILLINOIS STATE POLICE TOTAL		**2,404.0**	**4,018**	**35.9**	**$ 29.92**	**$ 50.00**	**$ 120,200.00**
GRAND TOTAL		**12,808.3**	**18,629**	**41.3**	**$ 34.20**	**$ 49.74**	**$ 637,130.02**

Column 1: Type of grant that agency had
Column 2: Participating law enforcement agency
Column 3: Number of patrol hours conducted during CIOT enforcement
Column 4: Total number of citations written by law enforcement agency during statewide CIOT enforcement
Column 5: Number of minutes it took to write a citation = 60 / Number of citations per hour
Column 6: Cost per citation = Total Cost / Number of Citations
Column 7: Cost per patrol hour = Total Cost / Number of Patrol Hours
Column 8: Total Cost = amount of money reimbursed to law enforcement by DTS for statewide enforcement